

WALL PAPER

An illustration of a man and a woman in a room with floral wallpaper. The man, on the left, is wearing a blue shirt and dark trousers with a red apron, standing on a wooden bench and holding up a large sheet of wallpaper. The woman, on the right, is wearing a green polka-dot blouse and a dark skirt, standing on the same bench and looking up at the man. The wallpaper features a pattern of yellow daisies on a light background. The top of the image has a decorative border with a repeating geometric pattern.

SEARS, ROEBUCK & CO.
CHICAGO

JAMES B. FORGAN
President.
CHARLES N. GILLET,
Cashier
WM. H. MONROE,
Assistant Cashier

CAPITAL \$8,000,000
SURPLUS \$6,000,000



Chicago, October 23, 1907.

TO WHOM IT MAY CONCERN

It is with pleasure that we testify to our own good opinion of the integrity, responsibility and business ability of Sears, Roebuck & Company. They are one of the largest mercantile institutions in the United States.

Anyone can, in our judgment, feel perfectly secure in sending money to them with their orders, as we understand they ship their goods agreeing that anything not proving entirely satisfactory when received can be returned to them, and the money paid will immediately be returned to the purchaser.

The officers of the company are well and favorably known to us, command our full confidence, and we believe can be relied upon to do exactly as they agree. Yours very truly,

ERNEST A. HAMIL, PRESIDENT
CHARLES L. HUTCHINSON, VICE PRESIDENT
CHARLOTTE J. BLAIR, VICE PRESIDENT
E. A. MOULTON, VICE PRESIDENT

No. 5106

THE CORN EXCHANGE NATIONAL BANK
OF CHICAGO

CAPITAL \$3,000,000
SURPLUS \$3,000,000

JOHN C. NEELY, SECRETARY
FRANK W. SMITH, CASHIER
E. C. SAMMONS, ASST. CASHIER
J. EDWARD MAASS, ASST. CASHIER

CHICAGO, October 22, 1907.

TO WHOM IT MAY CONCERN

We are pleased to testify to the responsibility of Sears, Roebuck & Company. The company enjoys the highest credit with their Chicago banks, of which this bank is one.

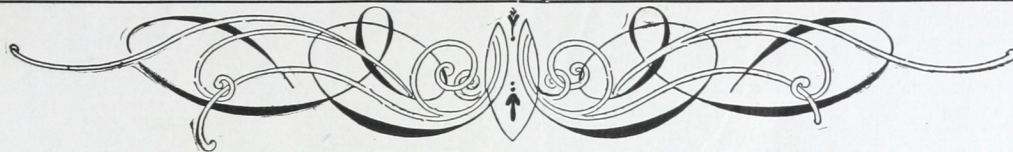
We believe anyone who has dealings with this company will be treated in the fairest manner possible. We confidently assure anyone who is thinking of placing an order with them, that, in our judgment, there is absolutely no risk in sending the money with the order.

Yours very truly,

Cashier.

In writing to the above banks as to our reliability, be sure to enclose a 2-cent stamp for reply.

THIS IS OUR NEW ILLUSTRATED WALL PAPER BOOK



WE HAND you herewith with our compliments something entirely new in a Wall Paper Book, a book which we have designed and printed without any regard to expense in order to give to our wall paper customers the newest ideas in wall decorations; and that they may have the very newest designs and that they may know just how our beautiful new patterns will appear when hung on the walls of their homes in the newest city styles of wall decoration, we have reproduced these styles by the new color process of photography and color printing, and offer you a book unique in the history of wall paper making, and one which cannot help but be of great value to you, whether you order wall paper from us or from some other manufacturer or dealer. In addition to giving you this beautifully printed book of wall paper styles, we also send you our Wall Paper Sample containing actual samples cut from the roll so that you can compare the illustrations in this new illustrated Wall Paper Book with the samples themselves in the Wall Paper Sample Book, and in this way get an absolutely correct idea of our qualities, our designs, and just how any wall papers sold by us will look when hung on the wall.

We call your particular attention to the wonderful variety of wall paper styles we show this season, such a variety as will make selection easy and at the same time papers sold at a price which will mean a very large saving for you. Our styles are entirely new for this season, our designers have been at work for many months bringing out these beautiful new patterns, and we believe that in designing our papers for this season we have gone to greater expense than any other manufacturer or dealer. In the first place we have employed the very best wall paper artists in this country, we have offered them a premium to bring out their very best work, and we believe that a comparison of the designs shown in our Wall Paper Sample Book, with the designs offered by any other manufacturer or dealer will convince you that we have the most artistic wall paper patterns of the year. Our efforts did not stop at securing the designs alone, but we spent many weeks in our wall paper mill in developing the color schemes which would bring best results in working out these combinations. As a result our color combinations are extremely beautiful and will appeal to the most artistic taste. Therefore, when you purchase wall papers from us you secure an exclusiveness of design not to be had from others and patterns which are entirely new and not to be purchased from any other dealer or manufacturer in this country.

We undoubtedly manufacture and sell more wall paper than any other wall paper dealer in this country. Our sales last year were enormous, approximately 11,000,000 rolls, and with such an output as this we have been justified in going to greater expense in the preparation of our patterns for 1908 than any small manufacturer or dealer. There is wonderful advantage in controlling our own wall paper mill and running it night and day manufacturing our own wall papers. In the first place we control quality from start to finish—quality of the paper, quality of the designs, quality of the colors used in manufacturing, the workmanship and finish, and, best of all, manufacturing these papers ourselves, we pay no profit to any wall paper mill, any jobber, any wholesaler, but own these papers at manufacturing cost, and because of the enormous volume of our business obtain lower manufacturing costs than any other wall paper mill in this country. The stock we use in manufacturing our wall papers is unusually heavy, it is made especially for us according to our own specifications, and if you will examine samples in the Wall Paper Sample Book you will find that they are much heavier than papers sold at similar prices by other dealers. As a result of our use of extra heavy stock in the manufacture of our wall papers, they are very easily hung, the paste does not show through them, and for these reasons it is very easy for an inexperienced person following the explicit instructions on "How to Hang Wall Paper" to hang our wall paper without the aid of an experienced paperhanger. Thousands of our customers do their own papering.

as well as purchasing wall papers from us at our wonderfully low prices, and thus save the cost of employing an expert. Another very special feature to which we wish to call your attention is the fact that we use absolutely pure colors in the manufacture of our wall papers, and the papers you get from us will retain their colors longer than papers sold by any other dealer. We have conducted most exhaustive experiments in our wall paper mill to perfect our colors, and you will find that these papers of ours have a permanency of color, luster and finish which place them in a class by themselves.

Our wonderfully low prices on wall papers have been the sensation of the wall paper business for the last few years. Wall papers have always been sold at very large profits to everyone concerned in their manufacture and sale. We found such conditions prevailing among manufacturers when we began to sell wall papers, and we found that it was practically impossible to get the qualities that we wanted and offer them to our customers at what we regarded as a reasonable price. This condition resulted in our establishing our own wall paper mill where we are manufacturing from 50,000 to 100,000 rolls of wall paper per day, and by reason of our up to date equipment, by reason of employing the very best facilities known to wall paper manufacturing, with expert workmen in every department of our factory, getting our paper stock in enormous quantities from one of the largest paper mills in the country, making our own colors--in short, handling the wall paper you might say from tree to salesroom, gives us wonderful advantages in the matter of manufacturing costs not enjoyed by any other retailer. To this wonderfully low manufacturing cost we add our usual small margin of profit, and you are therefore getting wall papers from us practically at manufacturing cost. You will readily see that under these conditions it is impossible for any retail dealer to compete with us in the matter of price, and if you find a dealer offering wall paper at a price which compares with ours, you will find that the qualities are very inferior. In fact, we sell wall papers to you with the understanding that our papers save you just about half what you would have to pay at retail for similar qualities, and if, when you order wall papers from us, you do not find your saving is at least 50 per cent over the prices you would have to pay at home or elsewhere you may return the wall papers to us at our expense of transportation charges both ways and we will refund your money.

We want to direct your attention to the fact that when you purchase wall papers from us you get absolutely full measure in every roll. It has been a common practice since we entered the wall paper field and sold wall papers at such marvelously low prices, to attempt to compete with us by naming low prices on wall paper and then giving short measure in the rolls. You will find that we give you full 16 yards to the double roll, 72 square feet; and when you make a comparison don't forget to compare the measurement of the rolls offered you by others with qualities, beauty of design, etc.

We ask you to look through the pages of this beautiful new Illustrated Book of Wall Papers because we are very sure it will be a revelation to you. It will show you methods of hanging wall papers now in vogue in the finest city homes, and will reveal color combinations, wonderful in artistic effect, and so fully explained that you will be able to obtain the same results in your own home. You will remember that while these pictures are exact reproductions in colors of sections of walls papered with our wall papers, they are, of course, greatly reduced in size, but they are reproduced with such fidelity that you will get an absolutely correct idea of their general appearance. We feel that our customers will appreciate our effort to show them the most modern methods of wall decoration, and if you are pleased with any style shown in this book and would like to use it in your own home, you may order from the description under each of these illustrations with safety, because we guarantee to fill your order correctly and that the paper sent you on your order will please you in every respect. If you should decide to use some of the combinations shown in this Illustrated Wall Paper Book, if you should decide, for instance, that you want to paper a dining room with an upper third and lower two-thirds style, or a bedroom with an upper two-thirds and lower third in any of the styles shown in this book, please turn to page 32 where we tell you how to measure the room, how to find out how much wall paper will be required to reproduce the design you select. Then when you have found how much wall paper you need, just give the catalogue number of each paper you want, the number of double rolls you will require, and we will fill your order and send it to you so that you may have it in just a few days' time. We carry enormous stocks, we are able to fill your order promptly and we guarantee to please you.

If you intend to use wall papers the coming season you cannot afford to send an order to any other firm or individual, because at our money saving prices, prices about half the usual prices asked at retail, we are offering you the most up to date, the most exclusive designs in wall paper to be had this season, and with the aid of this Illustrated Wall Paper Book and our Wall Paper Sample Book we show you methods of hanging wall paper, together with information which will enable you to redecorate your entire home for less than the cost of the wall paper alone if purchased from any other firm or individual at home or elsewhere.

SEARS, ROEBUCK & CO.,

Chicago, Illinois



THE BERWICK

By comparing the sample of wall paper shown on page 22 of our Wall Paper Sample Book with the illustration above you will be able to gain a very accurate idea of the appearance of a room when papered with this design. It is a low priced paper and worth considerably more than we ask for it. The border is 9 inches wide.

Please remember that in our sample book we give very complete instructions of how to measure rooms, how to find out how much wall paper you will require for side walls, border and ceiling, and furthermore, we give you very complete instructions on how to hang wall paper so that it will be no trouble at all for you to follow these instructions and paper your own rooms, thus saving the expense of employing an experienced paperhanger. Thousands of our customers purchase papers from us and hang the papers themselves and have discovered that it is a simple matter to do this work.

No. 53W481	Wall. Per double roll	6c
No. 53W481	Border. Per yard	1/4c
No. 53W482	Ceiling. Per double roll	6c
No. 53W133	Moulding. Per foot	2 1/4c

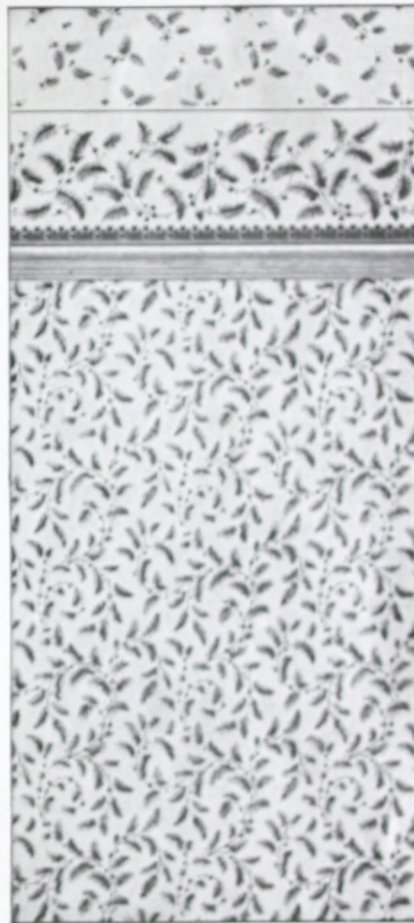


THE CALCUTTA

This is a bold set design in blue that will look well in halls, stores or in dining rooms for the upper third. When used in dining rooms we suggest our Brown Stripe No. 53W601 or our plain brown log grain paper for the lower two-thirds of the wall. Please see examples of the upper third and lower two-thirds style of decoration shown throughout the pages of this sample book. While the above illustration is not printed in colors, we show a sample of the paper cut from the roll on page 26 of our Wall Paper Sample Book, and a comparison of the sample with this illustration will give you a fair idea of the general appearance of the wall when decorated with this low cost design. The border we make for this paper is 9 inches wide.

In our Wall Paper Sample Book we show wall papers ranging in price from 3 cents to 30 cents, all absolutely new patterns made by us in our own wall paper mill.

No. 53W477	Wall. Per double roll	8c
No. 53W1477	Border. Per yard	1/4c
No. 53W478	Ceiling. Per double roll	8c
No. 53W154	Moulding. Per foot	2c



THE FERN

This paper is made without background; that is, the design is printed directly on white paper, and for this reason the stock we use is much lighter in weight than the paper used for any other design shown in this book. Papers of this class are sold by retail dealers at from 6 cents to 10 cents per double roll, and at our price of 3 cents we give you an illustration of our ability to undercut any other manufacturer or dealer. While the above illustration is not printed in colors, that you may see exactly the quality we give you we show you a sample of the paper cut from the roll on page 21 of our Wall Paper Sample Book. This paper is made with a 9-inch border. That we have been giving tremendous values in wall papers and that our customers are delighted with our designs and the big savings we make for them is evidenced by the fact that our wall paper business has been doubling and trebling and that last year we sold 11,000,000 rolls.

No. 53W469	Wall. Per double roll	3c
No. 53W1469	Border. Per yard	1/4c
No. 53W470	Ceiling. Per double roll	3c
No. 53W150	Moulding. Per foot	1 1/4c

CEILING
No. 53W614
10c
per double roll.

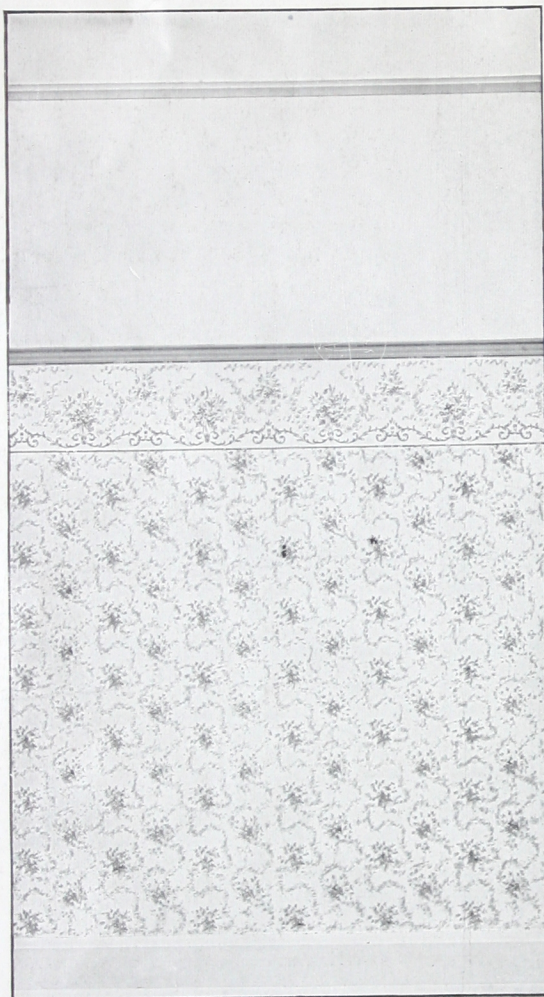
COVE
MOULDING
No. 53W166
1½ in. wide
3c
per foot.

CEILING
PAPER
No. 53W611
10c
(per double roll.

CARD RAIL
No. 53W199
6c
per foot.

BORDER
No. 53W1483
1c
(per yard.

WALL
No. 53W483
9c
per double roll.



A NEAT BEDROOM COMBINATION.

The above illustration shows a good style for one of your bedrooms, at a very small cost. You will note that the border has been put below the card rail. The paper above the card rail is our No. 53W611 Green Independent Ceiling, but since the figure in the paper is very small, it did not photograph well. The upper third continues from the card rail to the ceiling and a cove moulding is put in the angle where the ceiling connects with the wall. See samples on pages 28, 69 and 70 of our Wall Paper Sample Book. The delicate patterns of the paper illustrated above make this a very desirable combination for any bedroom. These are among our very prettiest low priced papers. Border is 9 inches wide.

No. 53W483	Wall. Per double roll	9c
No. 53W1483	Border. Per yard	1c
No. 53W611	Independent Ceiling. Per double roll	10c
No. 53W614	White Cove Moulding. 1½ inches wide. Per foot	3c
No. 53W166	White Cove Moulding. 1½ inches wide. Per foot	3c
No. 53W199	White Card Rail. Per foot	6c

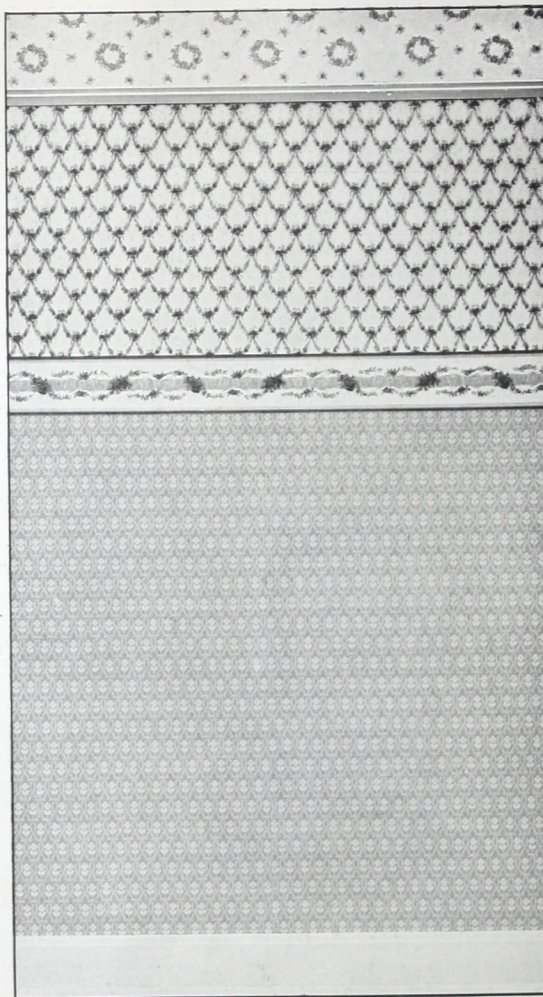
CEILING
No. 53W512
7c
per double roll.

COVE
MOULDING
No. 53W166
1½ in. wide
3c
per foot.

WALL
No. 53W511
7c
per double roll.

BORDER
No. 53W1511
4c
per yard.

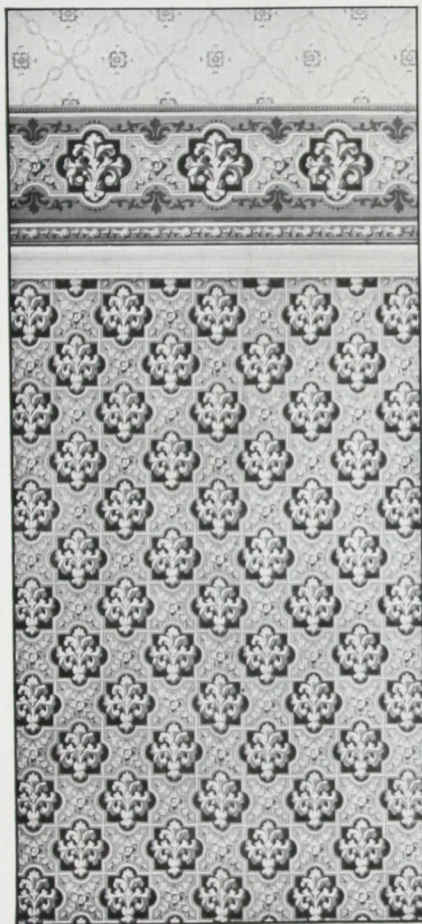
INDEPENDENT
WALL
No. 53W457
12c
per double roll.



ANOTHER PRETTY BEDROOM DECORATION.

The above style is somewhat lower in cost than the other combination on this page since we have omitted the card rail and used the narrow border instead. The picture illustrates how simple it is to produce an artistic decoration at a very small cost with very little extra work. You can do it yourself without employing a professional paperhanger. A sample of the upper paper will be found on page 23 of our Wall Paper Sample Book; the lower paper is of the same quality as sample No. 53W595 on page 60 of the Sample Book. The border for the upper paper is 6 inches wide. If any example were needed to show you how much we understand all other wall paper dealers, the combination illustrated above affords an example which you cannot overlook.

No. 53W511	Wall. Per double roll	7c
No. 53W1511	Border. Per yard	4c
No. 53W512	Ceiling. Per double roll	7c
No. 53W457	Independent Wall. Light blue. Per double roll	12c
No. 53W166	White Cove Moulding. 1½ inches wide. Per foot	3c



THE TILE

This is a low priced kitchen paper which will give you long service, because it will not show the dust or finger marks. The border is 9 inches wide. We show a sample of this paper on page 25 of our Wall Paper Sample Book.

You will look a long time among the samples of wall papers offered by other manufacturers or dealers before you find a paper that will begin to compare with this, even at 12 cents to 16 cents per double roll. The only reason that we are able to offer this paper at this very low price is the fact that we operate our own wall paper mill and sell such enormous quantities of wall paper, approximately 11,000,000 rolls a year, that our manufacturing costs are the lowest of any wall paper mill in the country. When we offer you wall paper at the low prices quoted in our sample books, the papers we make go to you at the mere cost of manufacturing with one small manufacturing profit added.

No. 53W473	Wall.	Per double roll	8c
No. 53W1473	Border	Per yard	5c
No. 53W474	Ceiling	Per double roll	8c
No. 53W151	Imitation Oak Moulding, 1 1/2 inches wide.	Per foot	2c



THE GRANITE

Granite designs have become very popular for kitchen decorations. The above illustration, while not in colors, will give you an idea of this paper after it is on the wall. For a sample of this paper cut from the roll, please see page 27 of our Wall Paper Sample Book. The border for this paper is 9 inches wide.

If it is your intention to decorate a number of rooms this season, suppose you take our Wall Paper Sample Books and look through them very carefully and make a selection of the styles which you think would please you. When you find out the quantity you need it will be a very simple matter to figure up how much it will cost you if you order from us. Then go to any wall paper dealer and see what it will cost you to purchase papers of equal qualities from him, and we think you will very quickly discover that we save you at least half and in many cases more than half.

No. 53W509	Wall.	Per double roll	8c
No. 53W1509	Border	Per yard	5c
No. 53W510	Ceiling	Per double roll	8c
No. 53W150	Imitation Oak Moulding, 1 1/2 inches wide.	Per foot	1 1/2c



THE LA SALLE

This is a paper suitable for general use and it is very good quality for the price. It will be found a very good paper for a kitchen - something different from the usual tile or granite is desired. While the above illustration does not give you a reproduction of the colors of this paper, it does convey some idea of its general appearance on the wall. For an actual sample of the paper, see page 24 of our Wall Paper Sample Book. The border is 9 inches wide.

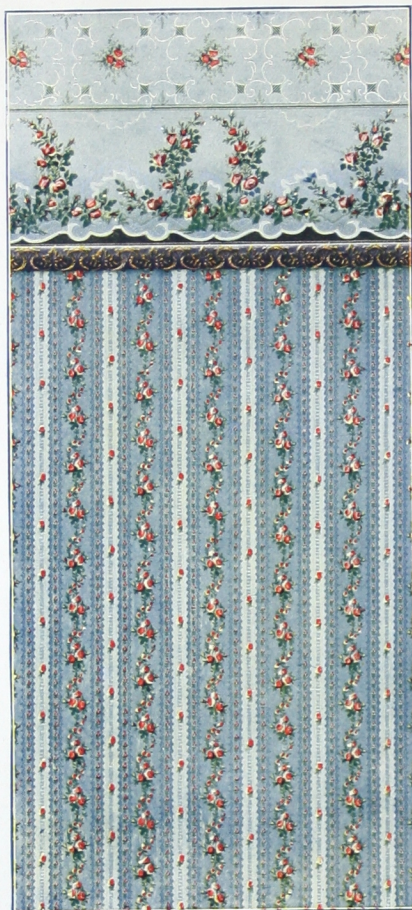
While our low priced papers are full value, while they are equal to papers sold by others for double the price, nevertheless, we recommend that you select some of our papers quoted at slightly higher prices, because the designs are much handsomer and qualities much heavier and the cost extremely low, even less than you would be compelled to pay for qualities equal to our low priced papers. The papers we show are wonderfully low in cost.

No. 53W475	Wall.	Per double roll	7c
No. 53W1475	Border	Per yard	5c
No. 53W476	Ceiling	Per double roll	7c
No. 53W151	Imitation Oak Moulding, 1 1/2 inches wide.	Per foot	1 1/2c

**THE UHLAND**

This is a light green background wall covering with a floral decoration carried out in such a manner as to produce the very desirable lattice effect which has been so popular for the last two or three seasons. It is a design which others would sell at about double our price and, in fact, it is worth more money than we ask for it, but as we manufacture it ourselves in our own wall paper mill, and our manufacturing costs on wall paper are brought to the lowest possible figure because of the enormous quantities produced by us, we offer it to our customers at a price which represents an enormous saving over the prices you would have to pay the average retail dealer. This is indeed one of the most attractive low priced papers we show. The quality is exactly the same as that used in other 10-cent papers. Border for this design is 9 inches wide.

No. 53W503	Wall. Per double roll	10c
No. 53W1503	Border. Per yard	1c
No. 53W504	Ceiling. Per double roll	10c
No. 53W133	Green and White Moulding, 1½	
inches wide. Per foot		2½c

**THE MOZART**

Here is an especially attractive blue stripe paper and the above illustration gives you an excellent idea of the appearance of this new design when hung on the wall. If you desire a blue room in your home, we certainly recommend this paper to you, and the price we ask for it is so low that you can paper a very large room at a very small cost. This is one of those designs which give character to a room, and if you send us an order we are very sure you will be immensely pleased with your selection. The border of this paper is 9 inches wide. We do not show sample of this paper in our Wall Paper Sample Book, but the quality and weight are the same as used in our other 10-cent papers shown in that book. You will notice throughout the pages of our Wall Paper Sample Book that we show a great many very pretty designs at a very low price. We do not want you to get the impression that our wall papers are cheap in the sense that we do not give quality in design, workmanship or materials.

No. 53W493	Wall. Per double roll	10c
No. 53W1493	Border. Per yard	1c
No. 53W494	Ceiling. Per double roll	10c
No. 53W118	Blue Moulding, 1½ inches wide	
Per foot		2c

**THE CECILIA**

This is a very fine all-over design in a floral wall paper with light cream background. This design represents wild roses in full bloom and the flowers are exact reproductions from life. This is an especially desirable decoration for a small parlor or bedroom, and it will bring an air of cheerfulness much to be desired in sleeping apartments. It is made with an 9 inch border. The quality of this paper is exactly the same as other 10-cent papers shown in the Wall Paper Sample Book. Last year we sold more than 11,000,000 rolls of wall paper to our customers throughout the United States, and if we had the space at our disposal we could reproduce thousands of letters from our customers who are surprised and delighted at the wonderful values we sent them. Local dealers have been in the habit of adding 100 per cent to 200 per cent profit on their wall paper business, and papers which are the equal of papers sold by us are generally sold at from two to three times the prices asked by us.

No. 53W497	Wall. Per double roll	10c
No. 53W1497	Border. Per yard	1c
No. 53W498	Ceiling. Per double roll	10c
No. 53W134	Cream Moulding, 1½ inches wide	
Per foot		2½c



THE LEIGHTON

This beautiful paper needs no description, as the above illustration, made by the new color process of photography and color printing, well portrays its decorative effects. It is especially desirable for bedrooms, either for the entire wall or the upper third. We are particularly proud of this very beautiful paper because it is entirely new, something entirely different from anything you will find offered by any other wall paper manufacturer or dealer. It is unusual in design, it is unusual in color treatment. As indicated above, it lends itself to the latest styles in decoration, as shown on other pages in this Wall Paper Book, especially the upper third style, and when so used we recommend our No. 53W497 Independent Wall for the lower two-thirds of the wall, as shown on page 10 of this book. The quality of this handsome paper is exactly the same as the paper shown on page 30 of our Wall Paper Sample Book. Border for this wall is 18 inches wide.

No. 53W499	Wall. Per double roll	11c
No. 53W1499	Border. Per yard	2c
No. 53W500	Ceiling. Per double roll	11c
No. 53W133	Green and White Moulding. 1½ inches wide. Per foot	2½c



THE DELHI

As an example of our leadership in the manufacture and sale of wall papers, as showing our ability to give our customers a strictly high grade wall paper at an extremely low price, we call your attention to the beautiful wall paper shown in the above illustration which we sell at 10 cents per double roll. No other manufacturer or dealer can begin to equal this paper at the price, and, in fact, we do not believe you can find its equal in the stock of any other dealer at less than 15 cents, and in many cases as high as 30 cents per double roll. The illustration above is an exact reproduction of the colors and pattern of this rich red background wall paper, and we believe that after a study of this design you will agree with us that it is a splendidly designed and elegantly executed wall paper pattern. The quality is exactly the same as the other 10-cent papers shown in the Wall Paper Sample Book. Border is 18 inches wide.

No. 53W485	Wall. Per double roll	10c
No. 53W1485	Border. Per yard	1c
No. 53W486	Ceiling. Per double roll	10c
No. 53W154	Veneer Moulding. 1½ inches wide. Per foot	2c



THE RAVINIA

This is one of the most beautiful floral stripes which will come out of any wall paper mill this season. It is a wonderfully rich paper and the illustration above is an exact reproduction by the new color process of photography and color printing. It is particularly adapted for use in bedrooms and hundreds of thousands of rolls of wall paper which do not begin to compare with this in quality of materials and beauty of design have been sold by retail dealers at from 25 cents to 35 cents per roll. It is made with an 18-inch border, and in quality it is exactly the same as other papers shown in our Wall Paper Sample Book sold at the same price. In most retail establishments, especially in the smaller cities and towns, wall paper is carried as a side line at certain seasons of the year and sold at very high prices, prices which yield a very large profit to the retail dealer. Our prices are about half those usually charged.

No. 53W543	Wall. Per double roll	16c
No. 53W1543	Border. Per yard	1c
No. 53W544	Ceiling. Per double roll	16c
No. 53W121	White Moulding. 1½ inches wide. Per foot	2c



A BEDROOM OR GUEST CHAMBER

WE show here an attractive bedroom decoration that can be produced with our papers at one-tenth of the cost paperhangers usually charge for this class of work. There is but very little extra work in connection with it, and with our photographs for a guide, anyone can produce the latest effects in wall decorations without any additional expense. The upper third illustrated in the above picture is our No. 53W495; a sample of this paper will be found on page 35 of the Wall Paper Sample Book. The lower paper is our No. 53W593 Independent Wall; we show a sample of the same design in red on page 60 of the Wall Paper Sample Book. The card rail is put about 5½ feet from the floor in a 9-foot room. The upper paper continues from the card rail to the ceiling and a white cove moulding is put in the angle where the ceiling connects with the wall. If the card rail is not desired, use No. 53W3070 Paper Ender instead. The paper binder is listed on page 13 of the Wall Paper Sample Book.

No. 53W495	Wall	Upper third	Per double roll	14c
No. 53W496	Ceiling	Per double roll	10c	
No. 53W593	Independent Wall	Lower two thirds	Per double roll	12c
No. 53W199	White Enameled Card Rail	Per foot	6c	
No. 53W166	White Enameled Cove Moulding	2½ inches wide		
Per foot				5c



CEILING
No. 53W472

11c

per double roll

MOULDING
No. 53W166
1 1/4 inches wide

3c

per foot

BORDER
No. 53W1471

1c

per yard

WALL
No. 53W471

11c

per double roll

CARD RAIL
No. 53W199

6c

per foot

IND'NT WALL
No. 53W459

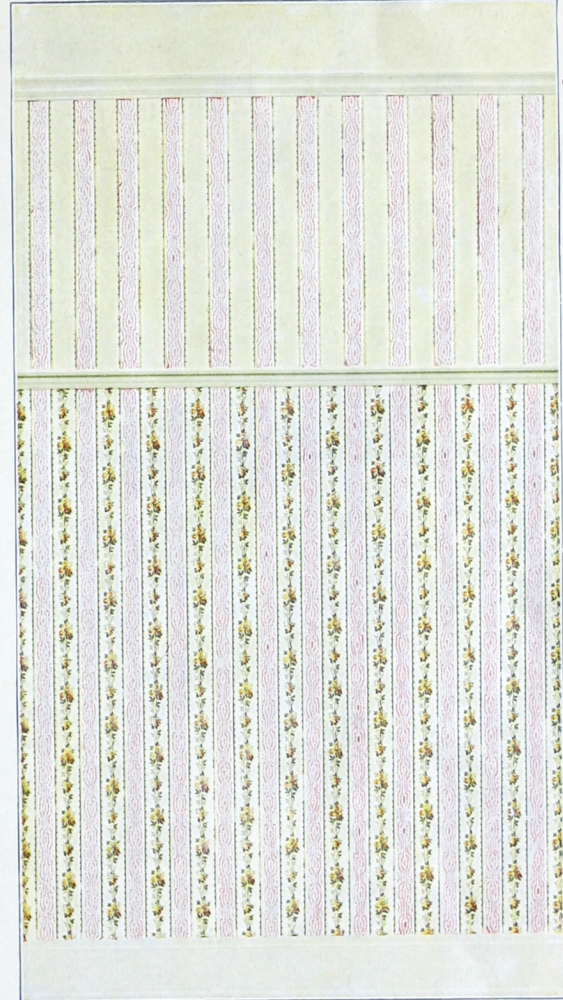
12c

per double roll

AN UPPER THIRD STYLE WITH BORDER.

The above style requires only a small portion of the side wall for the upper third, because the border has been used. It will be seen that a border can be used to good advantage in the two-thirds style. The above is a bedroom decoration but will make a good parlor combination by omitting the white card rail and using a paper binder instead. We recommend No. 53W3075 Paper Binder listed on page 13 of the Wall Paper Sample Book. We do not show samples of the above papers, but the quality is the same as our other papers of equal price. Border is 18 inches wide. The beauty of this combination will appeal to any discriminating housewife. A room decorated in this style will be a wonderfully attractive room.

No. 53W471	Wall.	Per double roll	11c
No. 53W1471	Border.	Per yard	1c
No. 53W472	Ceiling.	Per double roll	11c
No. 53W459	Independent Wall.	Per double roll	12c
No. 53W166	White Cove Moulding, 1 1/4 inches wide	Per foot	3c
No. 53W199	White Card Rail.	Per foot	6c



CEILING
No. 53W614

10c

per double roll

COVE M'DING
No. 53W166
3 inches wide

6c

per foot

IND'NT WALL
No. 53W633

12c

per double roll

CARD RAIL
No. 53W199

6c

per foot

WALL
No. 53W491

12c

per double roll

AN ARTISTIC STRIPE DECORATION.

The above style is especially suitable for rooms with 8 or 9-foot ceilings. The upper stripe matches the lower paper perfectly, being the same paper but without the flowers. The above picture is an exact photograph of a wall papered with this combination, and while it shows up well in the picture, we guarantee that it will look even better on the wall of your home. If the white card rail is not desired, use Paper Binder No. 53W3077 listed on page 13 of the Wall Paper Sample Book. No ceiling is made for this paper, but any of our Independent ceilings with white ground will harmonize. The quality of the paper is the same as our other papers of equal price. We do not show samples of the above papers in the Wall Paper Sample Book.

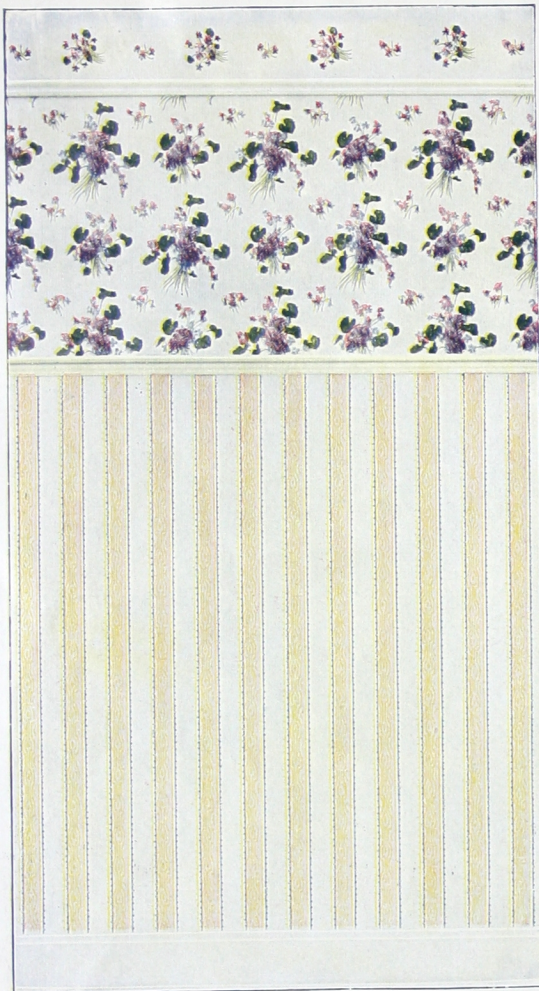
No. 53W633	Independent Wall	Per double roll	12c
No. 53W491	Wall	Per double roll	12c
No. 53W614	White Cove Moulding	Per double roll	10c
No. 53W166	White Cove Moulding, 3 inches wide	Per foot	6c
No. 53W199	White Card Rail	Per foot	6c

CEILING
No. 53W5C2
11c
per double roll.
COVE MOULDING
No. 53W166
1 1/4 in. wide
2 1/2c
per foot.

WALL
No. 53W501
11c
per double roll.

CARD RAIL
No. 53W199
6c
per foot.

IND'NT WALL
No. 53W515
12c
per double roll.



ANOTHER PRETTY BEDROOM.

The above photograph shows exactly the appearance of the wall after being papered with this pretty selection. We show white baseboards in all our bedroom decorations but they are not entirely necessary, they add considerably to the decorative effect and any color of baseboard may be changed to white with a coat or two of our No. 30W2164 White Gloss Enamel at 45 cents per quart can, listed in our Paint Color Sample Book. We do not show samples of the above papers in our Wall Paper Sample Book, but the quality is the same as our other papers of equal price.

No. 53W501 Wall. Per double roll..... 11c
No. 53W502 Ceiling. Per double roll..... 11c
No. 53W515 Independent Wall. Per double roll..... 12c
No. 53W166 White Cove Moulding, 1 1/4 inches wide. Per foot..... 2 1/2c
No. 53W199 White Card Rail. Per foot..... 6c

If you wish to use No. 53W501 paper for the entire side wall, we can furnish border to match. If you want this border order No. 53W1501 border, 18 inches wide, price 1 cent per yard.

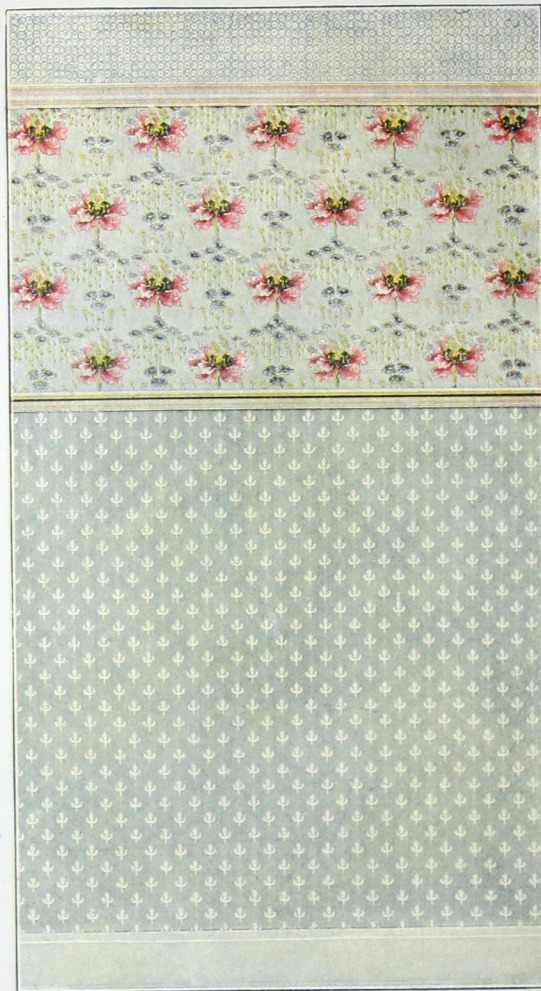
CEILING
No. 53W612
10c
per double roll.

COVE MOULDING
No. 53W166
1 1/4 in. wide
5c
per foot.

WALL
No. 53W513
14c
per double roll.

CARD RAIL
No. 53W199
6c
per foot.

IND'NT WALL
No. 53W597
10c
per double roll.



A BEDROOM IN LIGHT BLUE.

A harmonious combination in light blue with a pretty floral design for the upper third. A cove moulding, costing but very little adds considerably to the appearance. A white card rail in a bedroom decoration, looks very pretty but can be omitted, if too expensive, and a paper blinder used instead.

The sample on page 69 of the Wall Paper Sample Book shows the quality of the ceiling paper. The upper and lower papers are of the same quality as the other papers in the sample book quoted at the same price.

No. 53W513 Wall. Per double roll..... 14c
No. 53W597 Independent Wall. Per double roll..... 10c
No. 53W612 Ceiling. Per double roll..... 10c
No. 53W166 White Cove Moulding, 1 1/4 inches wide. Per foot..... 5c
No. 53W199 White Card Rail. Per foot..... 6c

If you wish to use No. 53W513 paper for the entire side wall, we can furnish border and ceiling to match it at the following prices: Border No. 53W1513, 9 inches wide, price 1 cent per yard. Ceiling No. 53W612, price 14 cents per double roll.



CEILING
No. 53W619
12c
per double roll.

COVE MOULDING
No. 53W166
2½ in. wide
5c
per foot.

CROWN BORDER
No. 53W1489
5c
per yard.

WALL
No. 53W489
12c
per double roll.

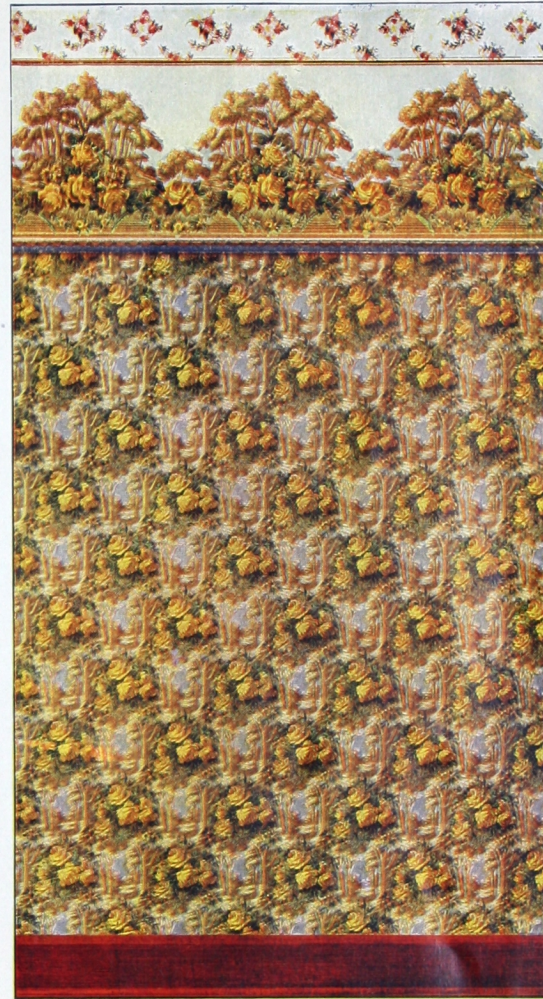
RED BINDER
No. 53W3071
1c
per yard.

PRINTED INGRAIN
No. 53W629
24c
per double roll.

A FLORAL CROWN.

A crown border is entirely different from the ordinary borders in that it is pasted on the wall in sections of the same width as the wall paper, namely, 18 inches wide. The side wall is one continuous stem of green leaves and small buds to which the crown border is matched, forming a picture of a complete carnation plant in full bloom. This is a suitable decoration for parlors and bedrooms. The lower paper or dado is a heavy printed ingrain paper and harmonizes nicely with the upper crown paper. We show a sample of the ingrain paper on page 65 of the Wall Paper sample Book. A sample of the crown paper is not included in this book, but the quality is the same as the other 12 cent papers shown in the sample book.

No. 53W489	Wall. Per double roll	12c
No. 53W1489	Crown Border. Per yard	5c
No. 53W619	Embossed Moire Ceiling. Per double roll	12c
No. 53W629	Red Printed Ingrain. Per double roll	24c
No. 53W166	White Cove Moulding, 2½ inches wide. Per foot	5c
No. 53W3071	Red Paper Binder. Per yard	1c



CEILING
No. 53W540
15c
per double roll.

BORDER
No. 53W1539
2c
per yard.

MOULDING
No. 53W137
2½c
per foot.

WALL
No. 53W539
15c
per double roll.

THE NEW FORESTRY DECORATION.

As an extremely artistic wall decoration and a pattern that is entirely new, though in the prevailing popular forestry style, we show above an extremely rich wall paper. This design is from one of our own artists, one of the finest wall paper designers in the country, and if you want one of the newest, most attractive wall papers that will be offered this season you certainly will not be disappointed if you order this number. It is suitable for entire walls or upper third of bedrooms or libraries, as explained on page 38 of our Wall Paper Sample Book, where a sample of this paper is shown. While the above picture in colors is from a wall papered with this new forestry design, it does not begin to do the paper justice, because it looks much better when on the wall than even the color process of photography in gray reduced size can show it. The border is 18 inches wide.

No. 53W539	Wall. Per double roll	15c
No. 53W1539	Border. Per yard	2c
No. 53W540	Ceiling. Per double roll	15c
No. 53W137	Bisque Moulding. Per foot	2½c

CEILING
No. 53W616
10c
per double roll.

COVE MOLDING
No. 53W165
2½ in. wide
4½c
per foot.

WALL
No. 53W487
20c
per double roll.

CHAIR RAIL
No. 53W183
4c
per foot.

PRINTED
INGRAIN
No. 53W627
24c
per double roll.



A DECORATION FOR YOUR DINING ROOM.

The above arrangement can be changed if desired; for instance, cover two-thirds of the wall with the green printed ingrain and use the forestry paper for the upper third of the wall, or a brown ingrain may be used in place of the green. A plate rail in place of the chair rail should be used if the upper third style is preferred. The lower ingrain paper is of the same quality as sample of red ingrain shown on page 65 of the Wall Paper Sample Book. The forestry paper is made on heavy stock of the same quality as our other papers of equal price shown in the sample book.

No. 53W487 Wall. Per double roll 20c
No. 53W627 Printed Ingrain. Per double roll 24c
No. 53W165 Imitation Oak Cove Moulding, 2½ inches wide. Per foot 4½c
No. 53W183 Oak Chair Rail. Per foot 4c
No. 53W616 Yellow Moire Ceiling. Per double roll 10c

If you want to use No. 53W487 for entire side wall we can furnish a border to match. If you want this border, order No. 53W1487 Border, 18 inches wide at 2 cents per yard.

CEILING
No. 53W614
10c
per double roll.

COVE MOLDING
No. 53W165
2½ inches wide
4½c
per foot.

IND'NT WALL
No. 53W623
14c
per double roll.

CHAIR RAIL
No. 53W183
4c
per foot.

PRINTED
INGRAIN
No. 53W625
24c
per double roll.



FOR DINING ROOM OR LIBRARY.

This style of papering is very easily secured, as explained on page 32, and it is no harder to paper in this latest up to date city style than to paper in the old way and when the papering is completed you will have something entirely different from your friends and neighbors. If the dado style with chair rail is not desired, the above combination will adapt itself to the upper third style with a plate rail or paper binder in place of the chair rail. The brown stripe shown on page 19 of this book would also look well used in place of the brown printed ingrain. The upper paper is of the same quality as sample on page 62 of the Wall Paper Sample Book. The quality of the lower ingrain paper is the same as the red ingrain sample on page 65 of the sample book.

No. 53W623 Independent Wall. Per double roll 14c
No. 53W625 Brown Printed Ingrain. Per double roll 24c
No. 53W614 White Moire Ceiling. Per double roll 10c
No. 53W165 Imitation Oak Cove Moulding, 2½ inches wide. Per foot, 4½c
No. 53W183 Oak Chair Rail. Per foot 4c



A PARLOR

THE above picture illustrates that the two-thirds style is very much superior in decorative value to the old style of papering the entire wall with the same design. The above decoration may be had at a very small cost considering the low prices we are quoting for high grade papers. It is not necessary to employ a paperhanger, for you can do the work yourself. The lower paper is our Metallic Bronze, one of the richest papers made, a sample of which will be found on page 58 of the Wall Paper Sample Book. A sample of the upper paper will be found on page 51 of the sample book. The upper and lower papers are bound with Paper Binder No. 53W3070, listed on page 13 of the sample book.

No. 53W553	Wall. Upper third. Per double roll.....	18c
No. 53W579	Wall. Lower two-thirds. Per double roll.....	25c
No. 53W163	Yellow Cove Moulding. Per foot.....	3½c
No. 53W3070	Paper Binder. Per yard.....	1c
No. 53W554	Ceiling. Per double roll.....	18c



THE CLEMENTA

This is a gold paper with light green ground and is suitable for general use. The illustration shown above is an exact reproduction of the design of this paper in colors and the sample on page 30 of the Wall Paper Sample Book will show you the quality of the materials we use. The border made for this paper is 9 inches wide.

Remember that when you buy wall papers from us you are not paying the usual retail prices but instead are securing the lowest, up to date papers manufactured in one of the largest wall paper mills in the world at mill prices plus only one very small margin of profit. No retail dealer anywhere can compete with us in price, and in the matter of designs and the most artistic color combinations we are far in advance of the eastern mills which supply almost all wholesalers, jobbers, dealers and decorators with their wall paper supplies. The great variety of patterns shown in this book and the wide range in prices are certain to please you.

No. 53W521	Wall. Per double roll	11c
No. 53W1521	Border. Per yard.	1c
No. 53W522	Ceiling. Per double roll	11c
No. 53W112	Yellow Moulding. Per foot.	3c



THE ELBERT

This is a gilt decoration with light brown background that may be used to excellent advantage in almost any room in the home, but it is particularly desirable for halls and kitchens. We do not show a sample of this paper in our Wall Paper Sample Book but the colored illustration above is an exact photographic copy of both design and color and the quality is the same as other papers of equal price shown in our sample book. The border made to go with this paper is 9 inches wide.

We employ the most expert wall paper designers in the world, and in beauty of color work, in quality of materials, in the richness and harmony of design, the product of no other mill compares with ours. Manufacturing these wall papers in our own mill gives us such tremendous advantages over the average retail dealer that there is no comparison between the papers we offer you in the pages of our sample book and the wall papers offered by other dealers.

No. 53W507	Wall. Per double roll	10c
No. 53W1507	Border. Per yard.	1c
No. 53W508	Ceiling. Per double roll	10c
No. 53W113	Brown Moulding. Per foot.	3c



THE CLAREMONT

This illustration in colors, made by the latest color process of photography and color printing, gives you a very excellent idea of how any room in your home will appear after it has been decorated with this paper. The pattern is a very artistic one with gilt decoration over a red background and it will look especially well in parlors or dining rooms. A sample of this paper is shown on page 34 of the Wall Paper Sample Book. Border to match is 9 inches wide. We show a large variety of papers in our Wall Paper Sample Books with red backgrounds, and this style of decoration is extremely popular, especially in dining rooms.

Last year our sales of wall paper were tremendous, totaling something over 11,000,000 rolls, and as we operate our own wall paper mill, employ our own designers and sell direct to you at manufacturing cost with one small margin of profit added, it is not at all surprising that our prices are just about half the usual retail prices.

No. 53W527	Wall. Per double roll	12c
No. 53W1527	Border. Per yard.	1c
No. 53W528	Ceiling. Per double roll	12c
No. 53W115	Red Moulding. Per foot.	2c



CEILING
No. 53W496
10c
per double roll.
COVE M'L'DING
No. 53W166
2½ inches wide
5c
per foot.
BORDER
No. 53W1495
2c
per yard.

WALL
No. 53W495
14c
per double roll

GREEN
BINDER
No. 53W3070
1c
per yard.

GREEN STRIPE
No. 53W603
16c
per double roll.

A DINING ROOM OR PARLOR.

An artistic and modern decoration in a dado style. The floral paper in the upper two-thirds is the prettiest poppy design ever drawn and will make a most pleasing parlor or dining room decoration. Made with an 18-inch border. The ceiling for the upper paper has the same design as sample of ceiling shown on page 69 of the Wall Paper Sample Book. A sample of the poppy paper may be seen on page 35 of the Wall Paper Sample Book. The green stripe is the same in design and quality as sample of red stripes on page 63 of Wall Paper Sample Book. If you want a very beautiful combination in your dining room or parlor you will make no mistake in ordering this combination as it is very beautiful.

No. 53W495	Wall. Per double roll	14c
No. 53W1495	Border. Per yard	2c
No. 53W496	Ceiling. Per double roll	10c
No. 53W603	Green Stripe. Per double roll	16c
No. 53W3070	Green Paper Binder. Per yard	1c
No. 53W166	White Cove Moulding, 2½ inches wide. Per foot	5c



CEILING
No. 53W610
10c
per double roll.

ANGLE
BEADING
No. 53W171
2½c
per foot.

INDEPENDENT
WALL
No. 53W621
14c
per double roll.

RED BINDER
No. 53W3071
1c
per yard.

RED STRIPE
No. 53W599
16c
per double roll.

FOR YOUR LIBRARY, DEN OR DINING ROOM.

In the combination shown above we give you a lower two-thirds and upper one-third decoration that is in harmony with present day ideas. The above illustration shows that the latest effects in wall decoration may be had by using our papers and at a saving of at least 50 per cent. Our dealers are the latest and newest creations and the quality of our papers is the best that can be made. The above illustration shows our imitation oak angle moulding, which is put in the angle where the ceiling connects with the side wall. If pictures are to be hung, our No. 53W166 Cove Moulding may be used in place of the angle moulding. A sample of the upper paper may be seen on page 62 and the lower paper on page 63 of the Wall Paper Sample Book.

No. 53W621	Independent Wall. Per double roll	14c
No. 53W599	Red Stripe. Per double roll	16c
No. 53W610	Yellow Independent Ceiling. Per double roll	10c
No. 53W3071	Red Paper Binder. Per yard	1c
No. 53W171	Angle Moulding or Beading. Per foot	2½c



THE DAYTONA

This is a floral decoration which will adapt itself to any finish or color of furniture, wood work, carpet or draperies. It is one of the neatest floral papers in our entire line and a decoration which we guarantee will be entirely satisfactory to you. As the colored illustration above shows, it comes in delicate tints in a very attractive rose design. It is made with an 18-inch border. You will find a sample of this paper on page 41 of the Wall Paper Sample Book.

One of the most decided advantages which you derive by purchasing wall paper from us is that all our designs are exclusive. They are manufactured by us in our own wall paper mill from designs owned exclusively by us, and therefore every wall paper dealer in the country does not handle designs similar to these, and when you purchase from us you are likely to have the only decoration of the kind in your neighborhood. We pay much higher prices for our designs than any other wall paper manufacturer in the country.

No. 53W569	Wall. Per double roll	15c
No. 53W1569	Border. Per yard	2c
No. 53W570	Ceiling. Per double roll	1c
No. 53W122	White and Gold Moulding. Per foot	2 1/2c



THE ARGYLE

This is an attractive floral paper with a dark green background and it will make an excellent decoration for well lighted rooms. The design is a large all over pattern, very nicely executed on a very heavy grade of paper, as you will note by examining the sample on page 38 of the Wall Paper Sample Book. The border is 18 inches wide.

You will find that the materials we use in our wall papers are by far the best qualities used by any wall paper manufacturer. All the raw stock is made specially for us in one of the best paper mills, and being made specially to our order, you will find that our papers are unusually heavy, carry an excellent body and hang easily, and the paste does not work through into the colors as is the case when you buy low priced papers offered by other dealers. If anyone should offer you a wall paper for 12 cents a double roll, just compare a sample of that paper with a sample of papers we offer at the same price.

No. 53W519	Wall. Per double roll	12c
No. 53W1519	Border. Per yard	2c
No. 53W520	Ceiling. Per double roll	1c
No. 53W141	Green Moulding. Per foot	2c



THE WELLESLEY

This is an artistic set design with gilt decorations and light brown background and is suitable for any room in the home. A large design of this character is also desirable for storerooms, churches, schools, halls, assembly rooms, etc., and for this purpose we are selling thousands of rolls. While we do not show a sample of this paper in our Wall Paper Sample Book, the quality is exactly the same as papers sold by us at the same price, many samples of which are shown in the Wall Paper Sample Book. The border is 18 inches wide.

Thousands of our customers who have purchased wall papers from us in past seasons have found that with the very simple and explicit instructions on "How to Hang Wall Paper," which we give in our Wall Paper Sample Book, they have been able to hang their own wall papers at a big saving. There is not a design shown in our Wall Paper Sample Books but is sold by us at a price at least one half the price local dealers would charge for paper of equal quality.

No. 53W523	Wall. Per double roll	12c
No. 53W1523	Border. Per yard	2c
No. 53W524	Ceiling. Per double roll	1c
No. 53W142	Tuscan Bronze Moulding. Per foot	2 1/2c



CEILING
No. 53W518
14c
per double roll.

BORDER
No. 53W1517
1c
per yard.

MOULDING
No. 53W124
2c
per foot.

WALL
No. 53W517
14c
per double roll.

PAPER BINDER
No. 53W3072
1c
per yard.

INDEPENDENT
WALL
No. 53W453
12c
per double roll.

FOR YOUR PARLOR OR BEDROOM.

A decoration in warm colors that will make a pleasing and inviting decoration for your parlor or one of the bedrooms. The lower third or dado paper continues from the baseboard up to about 3 feet from the floor and a chair rail or paper binder is put where the two papers connect. We show a sample of the upper paper on page 57 of the Wall Paper Sample Book. The lower or dado paper is the same in weight and quality as sample shown on page 60 of the sample book. Border is 9 inches wide. As a combination that is one of our most attractive bedroom decorations we are very sure you would be pleased with it. From the standpoint of price no retailer can equal these papers.

No. 53W517	Wall. Per double roll	14c
No. 53W1517	Border. Per yard	1c
No. 53W518	Ceiling. Per double roll	14c
No. 53W453	Independent Wall. Per double roll	12c
No. 53W124	Chit Moulding. Per foot	2c
No. 53W3072	Brown Paper Binder. Per yard	1c



CEILING
No. 53W554
18c
per double roll.

COVE
MOULDING
No. 53W163
3½c
per foot.

WALL
No. 53W553
18c
per double roll.

PAPER BINDER
No. 53W3070
1c
per yard.

INDEPENDENT
WALL
No. 53W593
12c
per double roll.

ANOTHER PARLOR OR BEDROOM DECORATION.

If a darker paper is desired for the lower portion of the wall, we offer the above suggestion as one that is in harmony with the most up to date ideas. Another illustration of the lower paper will be found on page 8 of this book. The upper paper continues from the baseboard up to about 5½ feet from the floor; the upper paper covers the balance of the wall to the ceiling and a cove moulding is used in the angle. See sample of the upper paper on page 51 of the Wall Paper Sample Book. The lower paper is the same in design and quality as the sample in red shown on page 60 of the sample book. This style of wall decoration has become very popular in city homes and it offers a pleasing change from the ordinary manner of papering the walls.

No. 53W553	Wall. Per double roll	18c
No. 53W554	Ceiling. Per double roll	18c
No. 53W593	Independent Wall. Per double roll	12c
No. 53W163	Yellow Cove Moulding. Per foot	3½c
No. 53W3070	Green Paper Binder. Per yard	1c

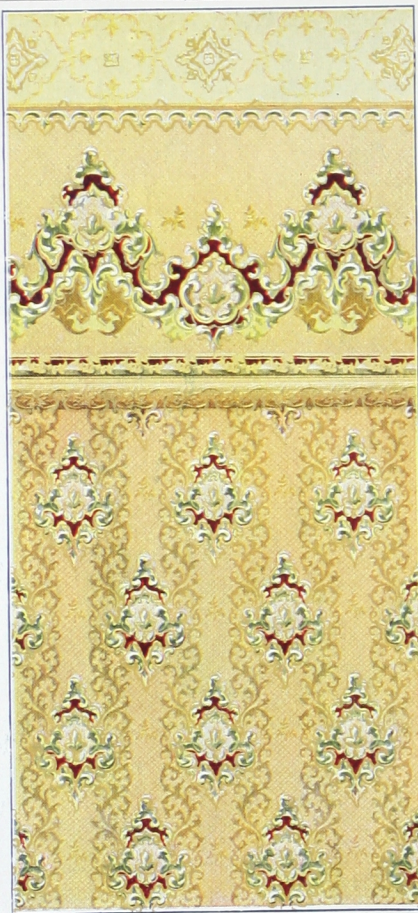


THE AUDREY

This is a dark green background paper in the stripe effect without highly colored flowers and it is suitable for parlors, halls and dining rooms, and it is also a splendid decoration for stores and public halls. We are particularly proud of this very beautiful design, and for those of quiet tastes who prefer subdued tints, this very artistic paper will be found entirely satisfactory. The design is something very different from the usual, and certainly at our price you will not be able to find anything anywhere which will begin to compare with it. For sample of this paper, see page 47 of our Wall Paper Sample Book. The border is 18 inches wide.

There are many advantages in ordering wall paper from us, not the least of which is that of being able to make a selection from a very large variety. Only the largest decorators in the big cities carry such a variety of papers as we show in our Wall Paper Sample Books, and they must ask much higher prices than the prices we can afford to name on wall papers.

No 53W559	Wall.	Per double roll	16c
No 53W1559	Border.	Per yard	2c
No 53W560	Ceiling.	Per double roll	16c
No 53W111	Green Moulding.	Per foot	3c



THE DARTMOUTH

This is a pretty decoration in yellow background, suitable for general use. The illustration shows above in colors is an exact reproduction of this paper, and the sample on page 32 of our Wall Paper Sample Book was cut from the roll and will give you an idea of the weight and quality of this paper. This design is especially suitable for a north room or any room in the home which is not well lighted. We believe it is one of the handsomest papers shown in our sample book and and at our 12-cent price it is certainly wonderful value. Border is 18 inches wide.

Inasmuch as the Wall Paper Department is only one of sixty-five in this greatest merchandising institution in the world, a very small margin of profit is sufficient with our large volume of sales to yield us a satisfactory profit in the course of a year. We feel that if everyone knew of our low prices, the wonderfully satisfactory quality of our wall paper, we would sell double the amount of wall paper we have sold in previous seasons.

No 53W587	Wall.	Per double roll	12c
No 53W1587	Border.	Per yard	2c
No 53W588	Ceiling.	Per double roll	12c
No 53W112	Yellow Moulding.	Per foot	3c



THE LAKOTA

This is one of the prettiest floral papers of the season and carries a pure red background which will please those who want a fine warm tinted paper to decorate a dining room, a living room or a den. We show a sample of this paper on page 44 of the Wall Paper Sample Book and an examination of the sample will convince you that this is one of the best values in a red wall decoration. We expect this to be one of the most popular reds in our line, particularly since the price we ask is so much lower than dealers usually ask for papers of this style. Please note the delicacy of this design, how nicely it has been worked out, and the splendid contrasts resulting from the use of liberal gilt decorations over the red ground. The border for this paper is 18 inches wide.

No 53W551	Wall.	Per double roll	15c
No 53W1551	Border.	Per yard	2c
No 53W552	Ceiling.	Per double roll	15c
No 53W111	Green Moulding.	Per foot	3c

No 53W110 Green and Red and No 53W114 Red Mouldings may be used in place of the green shown in the above illustration.



CEILING
No. 53W609
10c
per double roll.

ANGLE
BEADING
No. 53W170
2c
per foot.

INDEPENDENT
WALL OR
CEILING
No. 53W607
12c
per double roll.

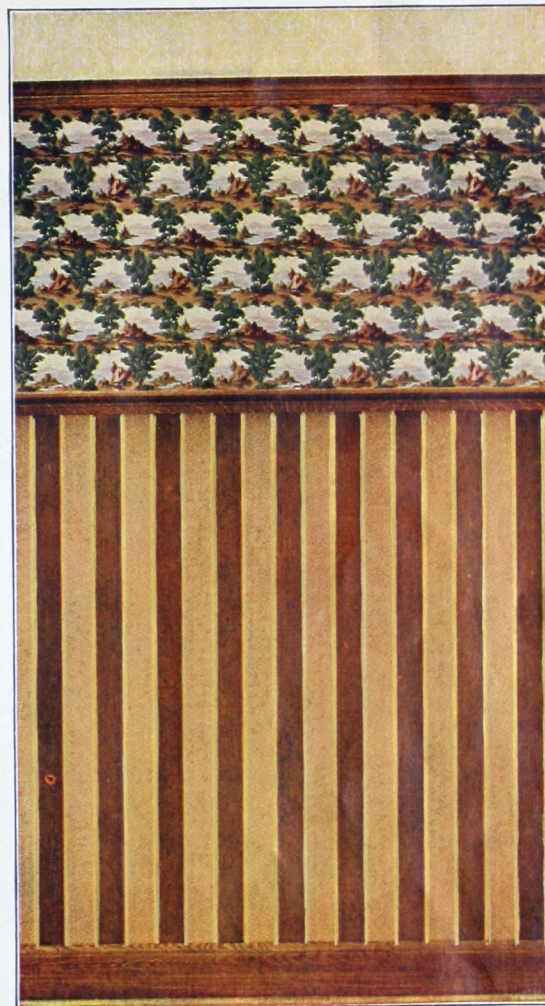
BEADING
No. 53W175
1c
per foot.

INDEPENDENT
WALL
No. 53W573
14c
per double roll.

A DINING ROOM, DEN OR LIBRARY DECORATION.

For a wall decoration of unusual artistic merit we recommend the style shown in the illustration above. These are entirely new designs, never shown before, and lend themselves admirably to this style of handling. The lower paper is one of our high art effects, and may be used as shown in the illustration, or you might use it as a lower third instead of as a full two thirds. The upper paper is one of our gilt independent ceilings, but is just as adaptable for use on side walls in this style of decoration as a regulation side wall paper. We show a sample of the upper paper on page 67 of the Wall Paper Sample Book, while the lower paper is the same in quality as the sample shown on page 61 of the Wall Paper Sample Book; the ceiling is the same in design as sample on page 69 of the Wall Paper Sample Book.

No. 53W573	Independent Wall	Per double roll	14c
No. 53W607	Light Blue Gilt Independent Ceiling	Per double roll	12c
No. 53W609	White Independent Ceiling	Per double roll	10c
No. 53W170	Gilt Angle Beading	Per foot	2c
No. 53W175	Gilt Beading	Per foot	1 1/2c



CEILING
No. 53W616
10c
per double roll.

COVE
MOULDING
No. 53W165
3 in. wide
5 1/2c
per foot.

WALL
No. 53W505
16c
per double roll.

PLATE RAIL
No. 53W192
3 in. wide
8c
per foot.

BROWNSTRIPE
No. 53W601
16c
per double roll.

A NEW FORESTRY DECORATION.

The dining room in over 50 per cent of the modern homes has a forestry decoration and it is one of the most popular decorations for the dining room. You will readily see from the above illustration that we are offering you a combination that has few superiors from a decorative standpoint. The patterns are our newest, the quality of the paper is the best and at our prices you can paper a big room at a very little expense—less than half you would have to pay for inferior qualities and designs at retail. A 9 inch border is made for the above forestry paper. The lower stripe is the same in design and quality as sample of red stripe on page 63 of the Wall Paper Sample Book. The forestry paper is equal in quality to our other papers quoted at same price.

No. 53W505	Wall	Per double roll	16c
No. 53W601	Brown Stripe	Per double roll	16c
No. 53W616	Yellow Moire Ceiling	Per double roll	10c
No. 53W165	Imitation Oak Cove Moulding, 3 inches wide	Per foot	5 1/2c
No. 53W192	Imitation Oak Plate Rail, 3 inches wide	Per foot	8c



THE ORMOND

This high grade blue ground gilt paper, offered at 12 cents per double roll, is equal to papers sold elsewhere at 20 cents to 30 cents per roll. It is a suitable decoration for halls, parlors and dining rooms. A sample of this paper may be seen on page 31 of the Wall Paper Sample Book. The border for this paper is 18 inches wide.

Blues are very popular this season. In fact, they will be more popular than ever before, and in this very pretty stripe effect we offer one of the most desirable patterns of the season. It is entirely new, the creation of one of our most expert designers, and we are very sure it will please you. If you were to order this paper at our price as quoted below and paper of a similar quality and value for two or three other rooms in your home, your saving would be so large that you could employ an expert decorator to do the work for you and you would still have money left over. The price you would be compelled to pay for the wall paper alone if purchased from a local dealer.

No. 53W525	Wall. Per double roll	12c
No. 53W1525	Border. Per yard	12c
No. 53W526	Ceiling. Per double roll	12c
No. 53W124	Gilt Moulding. Per foot	2c



THE MORRILLTON

For a really rich wall decoration the one illustrated above cannot be excelled. While the illustration shows the rich coloring, we believe that the paper itself will look much better when hung on the walls of your home. You can see a sample of this paper on page 55 of the Wall Paper Sample Book. The border for this design is 18 inches wide.

The wonderful popularity of stripes designs in recent years has led us to have our designers produce a larger variety in this style than ever before, and if you will look through the pages of our Wall Paper Sample Books you will find that we show an unusually fine line of these stripes papers in all the color combinations, and you will find it a very easy matter to make a selection of papers which will give you most satisfactory results. In ordering wall paper from us you take advantage of the opportunity to purchase at manufacturer's cost, plus one small margin of profit, as we own and operate our own wall paper mill.

No. 53W591	Wall. Per double roll	20c
No. 53W1591	Border. Per yard	2c
No. 53W592	Ceiling. Per double roll	20c
No. 53W120	Red and Green Moulding. Per foot	2c



THE APPLETON

Even if you had sample books from all the manufacturers of wall paper in this country we doubt whether you would succeed in finding a decoration in brown to equal the one shown here. If you desire a brown decoration for your parlor, dining room or bedroom we urge you to order this number because it is the prettiest creation in brown on the market. A sample showing weight and quality of paper will be found on page 40 of the Wall Paper Sample Book. Border is 18 inches wide.

Our wall paper patterns for this coming season are unusually attractive; in fact, they are much more beautiful than anything we have ever offered in wall paper, and our designs have long been known for their extreme beauty. We show such a wonderful variety in our Wall Paper Sample Books, and the prices cover such a wide range that surely you can find something that will please you at a price which will mean a very large saving over the prices you would pay at retail.

No. 53W585	Wall. Per double roll	15c
No. 53W1585	Border. Per yard	12c
No. 53W586	Ceiling. Per double roll	15c
No. 53W146	Tuscan Bronze Moulding. Per foot	4c



A RICH PARLOR OR BEDROOM DECORATION.

The above picture is an exact reproduction of a wall papered with these two beautiful papers. This is one of the very newest styles to be seen in the finest city homes, and you can have a room decorated in this manner at no greater expense than if decorated in the ordinary way. By carefully following the sketches herewith and instructions "How to Measure" given on page 54 of the Wall Paper Sample Book, you will have no trouble at all. A sample of the upper paper may be seen on page 54 of the Wall Paper Sample Book. The lower paper is the same in weight and quality as sample shown on page 60 of the sample book. Border for the upper paper is 18 inches wide.

No. 53W547	Wall	Per double roll	20c
No. 53W1547	Border	Per yard	2c
No. 53W548	Ceiling	Per double roll	20c
No. 53W461	Independent Wall	Per double roll	12c
No. 53W123	Gilt Moulding	Per foot	2c
No. 53W3071	Red Paper Binder	Per yard	1c

CEILING
No. 53W548
20c
per double roll.

BORDER
No. 53W1547
2c
per yard.

MOULDING
No. 53W123
2c
per foot.

WALL
No. 53W547
20c
per double roll.

PAPER BINDER
No. 53W3071
1c
per yard.

IND'NT WALL
No. 53W461
12c
per double roll.



A SELECTION FOR THE PARLOR OR DINING ROOM.

The upper paper is a pretty floral design in colors that harmonize perfectly with the green dado paper. A chair rail may be used in place of the paper binder if desired. A sample of the upper paper may be seen on page 59 of the Wall Paper Sample Book. The lower paper is the same in weight and quality as sample shown on page 60. Border for the upper paper is 18 inches wide.

No. 53W533	Wall	Per double roll	15c
No. 53W1533	Border	Per yard	2c
No. 53W534	Ceiling	Per double roll	15c
No. 53W575	Wall	Per double roll	12c
No. 53W128	Gilt Moulding	Per foot	4 1/2c
No. 53W3070	Green Paper Binder	Per yard	1c

If you wish to use No. 53W575 paper for the entire side wall we can furnish border and ceiling to match. If you want border, order No. 53W1575 border, 9 inches wide, at 1 cent per yard, and if you want ceiling, order No. 53W576 ceiling at 12 cents per double roll.

CEILING
No. 53W534
15c
per double roll.

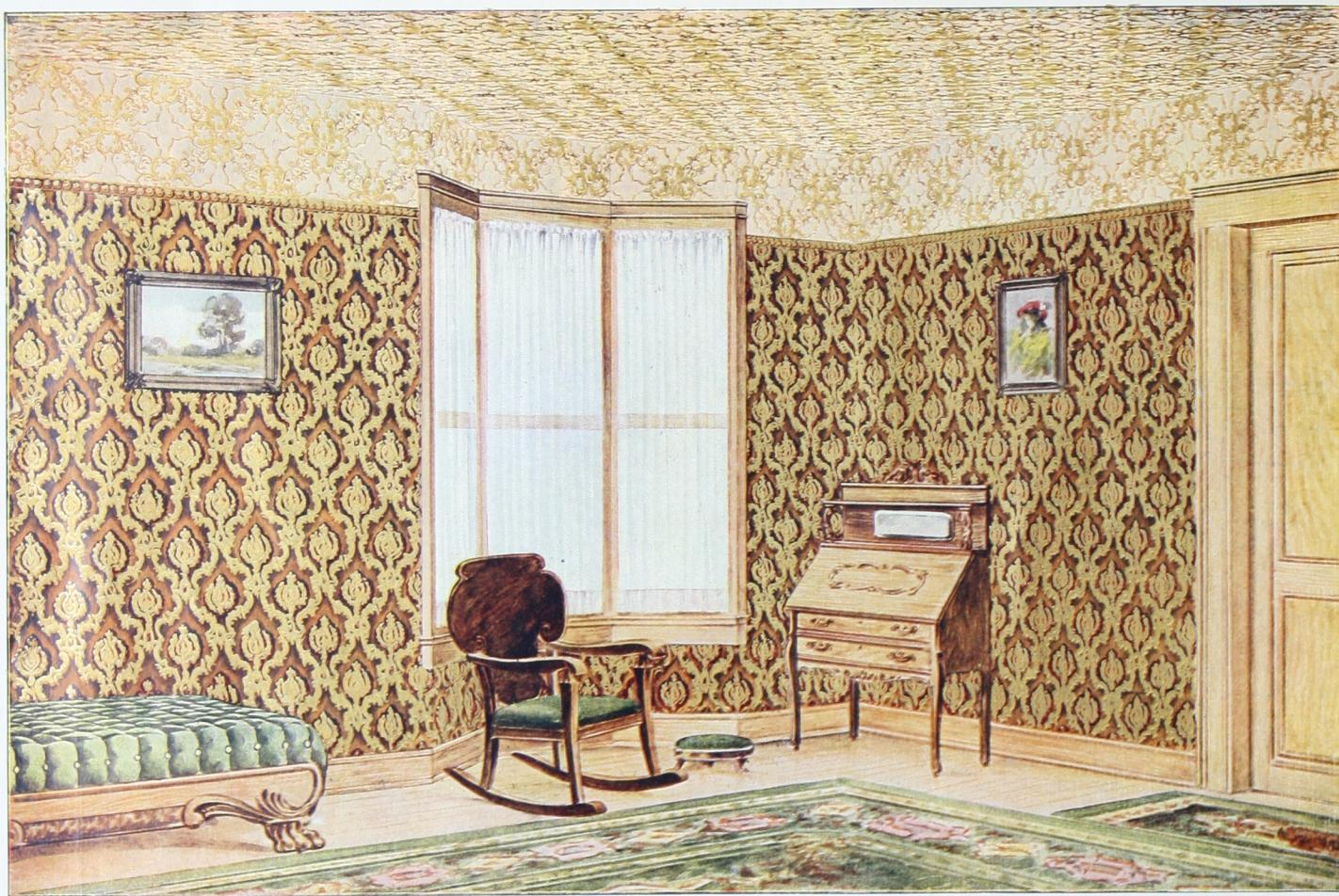
BORDER
No. 53W1533
2c
per yard.

MOULDING
No. 53W128
4 1/2c
per yard.

WALL
No. 53W533
15c
per double roll.

PAPER BINDER
No. 53W3070
1c
per yard.

WALL
No. 53W575
12c
per double roll.



A DECORATION FOR THE LIBRARY

THE illustration above shows a most desirable decoration for the library or parlor. A brown wall covering that will give the room that warm and inviting appearance. Especially desirable for rooms where the furnishings are light or golden oak. A decoration that will appeal to those who desire something simple, yet in accord with good taste and perfect harmony. We show a drop ceiling style in the above picture; you will note that the ceiling is allowed to come down on the walls to the picture moulding. This is a popular style and one that is recommended for rooms with high ceilings. An 18-inch border made for this paper, if desired, order No. 53W1581 at 2 cents per yard.

For sample of the paper see page 52 of the Wall Paper Sample Book.

No. 53W581 Wall	Per double roll	18c
No. 53W582 Ceiling	Per double roll	18c
No. 53W142 Tuscan Bronze Moulding	Per foot	2½c



CEILING
No. 53W538
20c
per double roll.
COVE
MOULDING
No. 53W165
1 3/4 inches wide
2 1/2c
per foot.
CROWN
BORDER
No. 53W1537
5c
per yard.

WALL
No. 53W537
20c
per double roll.

THE ALBANY

A desirable decoration for the hall, parlor or dining room, also suitable for decorating stores, offices and public halls. The border is known as a crown border and is first cut in 18-inch pieces. In other words, a piece of border is required for each width of wall paper; this is necessary to insure a perfect match. A heavy line is printed on the border at intervals of 18 inches as a guide where the border is to be cut. We do not show a sample of this paper in the Wall Paper Sample Book, but the weight and quality in general is the same as our other papers quoted at the same price. If you intend to paper your dining room, hall or library, this will prove a most acceptable combination, because the designs and colors harmonize readily with the furniture, draperies, etc.

No. 53W537	Wall.	Per double roll	20c
No. 53W1537	Crown Border.	Per yard	5c
No. 53W538	Ceiling.	Per double roll	20c
No. 53W165	Imitation Oak Cove Moulding,	1 3/4 inches wide. Per ft.	2 1/2c



CEILING
No. 53W580
25c
per double roll.

BORDER
No. 53W1579
2c
per yard.

MOULDING
No. 53W147
4c
per foot.

WALL
No. 53W579
25c
per double roll.

THE MARQUETTE

The above picture shows the complete combination of this beautiful metallic grounded paper. The picture does not show the rich metallic background, but the sample on page 58 of the Wall Paper Sample Book and the above picture will give you a correct idea as to the appearance of the room after being papered with this beautiful and artistic wall covering. It is an especially rich green paper; the figures are large and very showy, while the embossing gives the whole an appearance to be found only in the very highest priced papers used by the exclusive decorators of the largest cities. A parlor decorated with this paper will be a constant delight and we guarantee that you will be pleased with the decoration or money refunded. Papers of this quality sell at retail for two and three times this price. Made with an 18-inch border.

No. 53W579	Wall.	Per double roll	25c
No. 53W1579	Border.	Per yard	2c
No. 53W580	Ceiling.	Per double roll	25c
No. 53W147	Tuscan Bronze Moulding.	Per foot	4c



THE ALAMEDA

This is a very rich dark brown floral paper that will make a pleasing decoration for your parlor, especially if you want something entirely different from the usual greens or reds. It is manufactured from exceptionally heavy stock, the pattern is one of our very newest, in fact, it has never been offered until this season. The design is from one of the best wall paper designers and one which is unusual in treatment and yet it has such striking individuality that it will please the customer of discriminating taste. We make an 18-inch border to go with this paper and we show a sample of the qualities on page 49 of our Wall Paper Sample Book.

Browns will be popular this year, in fact, there has been a growing tendency on the part of our customers to order paper for one or more rooms to be done in brown. If you have mission furniture in your living room or library, you will be pleased with this paper and we recommend it especially for rooms which are large and well lighted.

No. 53W577	Wall	Per double roll	17c
No. 53W1577	Border	Per yard	2c
No. 53W578	Ceiling	Per double roll	17c
No. 53W144	Tuscan Bronze Moulding	Per foot	2c



THE MEADOWBROOK

This is a very pretty parlor or bedroom decoration in light green, carrying a subdued floral and gilt decoration. This design illustrated above in colors will bear very close study, and we believe that any customer of ours will be immensely pleased with this pattern. If you wish a light green paper, especially for a room that is not very well lighted, we certainly advise you to select this number and guarantee that it will please you or you may return it at our expense and we will refund your money. On page 43 of the Wall Paper Sample Book we show a sample of this paper cut from this roll. If you compare this paper with papers offered by any other firm or individual you will discover that we are giving you greater value at our 15-cent price than you can secure anywhere else. The border for this paper is 18 inches wide.

We wish every customer of ours could see our great wall paper mill in Chicago; you would understand why we are able to name such wonderfully low prices on wall paper.

No. 53W571	Wall	Per double roll	15c
No. 53W1571	Border	Per yard	2c
No. 53W572	Ceiling	Per double roll	15c
No. 53W123	Gilt Moulding	Per foot	2c



THE CHARTRAN

This is a heavily embossed silk ground paper with light tan background. It will make an ideal decoration for the parlor. This is a wall covering in soft colors which cannot help but please the most particular. While the illustration in colors above is an exact reproduction of the pattern and coloring of this wall paper, you will understand that no picture can show the rich embossing, and therefore the paper on the wall will present a much better appearance even than shown in this colored photograph. The stock used is heavy and first class in quality, and at our price you save more than half. We show a sample of this paper on page 37 of our Wall Paper Sample Book. We make an 18-inch border to match.

In our great wall paper mills in Chicago we have every facility for the manufacture of the very finest wall paper. We have the very latest machines, we employ the most skilled labor, and all of our wall papers are made from designs produced by the highest grade wall paper artists in the country.

No. 53W557	Wall	Per double roll	20c
No. 53W1557	Border	Per yard	2c
No. 53W558	Ceiling	Per double roll	20c
No. 53W130	Burnished Gilt Moulding	Per foot	3c



CEILING
No. 53W605
12c
per double roll.

COVE M'L'DING
No. 53W165
2 1/2 inches wide
4 1/2c
per foot.

WALL
No. 53W581
18c
per double roll.

CHAIR RAIL
No. 53W183
4c
per foot.

IND'NT WALL
No. 53W451
12c
per double roll.

FOR A DINING ROOM OR LIBRARY.

The combination illustrated above is most satisfactory when used in a dining room, library or living room, the colors being those very commonly used in decorating these rooms. The green dado or lower third harmonizes perfectly with the brown upper paper. A chair rail goes well with this combination but a paper binder may be used instead if desired. We show a sample of the upper paper on page 52 of the Wall Paper Sample Book. The lower paper is the same in quality and finish as sample shown on page 60 of the Wall Paper Sample Book. A sample of the ceiling paper but with a blue background may be seen on page 67 of the Wall Paper Sample Book. If you intend to redecorate your home the coming season you will find this combination a most desirable one.

No. 53W581	Wall. Per double roll.....	18c
No. 53W451	Independent Wall. Per double roll.....	12c
No. 53W605	Yellow Independent Ceiling. Per double roll.....	12c
No. 53W165	Imitation Oak Cove Moulding, 2 1/2 inches wide. Per foot 4 1/2c	
No. 53W183	Oak Chair Rail. Per foot.....	4c



CEILING
No. 53W609
10c
per double roll.

COVE M'L'DING
No. 53W165
4 inches wide.
6 1/2c
per foot.

WALL OR
CEILING
No. 53W606
12c
per double roll.

PLATE RAIL
No. 53W190
3 inches wide.
9c
per foot.

IND'NT WALL
No. 53W549
12c
per double roll.

AN ARTISTIC DINING ROOM DECORATION.

The above style and combination is especially desirable for small dining rooms since the lighter upper paper will give the room a more spacious appearance. The upper paper is also a desirable background for pictures since there is nothing to detract from any pictures that may be hung on the wall, the decoration consisting only of a small gilt figure. This is a very attractive combination and one easily hung, it being very easy to match the pattern and do the hanging yourself. The upper paper is quoted as a ceiling paper but may be used for walls as well as ceilings. We show a sample of the ceiling paper, but with blue background, on page 67 of our Wall Paper Sample Book. The lower tapestry paper is the same in quality and finish as our other papers quoted at 12 cents per double roll.

No. 53W606	Light Green Independent Ceiling. Per double roll.....	12c
No. 53W549	Independent Wall. Per double roll.....	12c
No. 53W609	White Independent Ceiling. Per double roll.....	10c
No. 53W165	Imitation Oak Cove Moulding, 4 inches wide. Per foot, 6 1/2c	
No. 53W190	Oak Plate Rail, 3 inches wide. Per foot.....	9c



A FORESTRY DINING ROOM DECORATION

WE offer the above selection for your dining room, believing that it is one of the most pleasing and artistic combinations that can be had. If a modern decoration is desired, something that is in harmony with up to date ideas and a decoration that in coloring, style etc., is the equal of decorations found in some of the most expensive city homes, then order the above combination and carry out the style as shown in the above illustration and we guarantee that you will be delighted with the effect after completion of the decoration. The quality of the paper is the best that can be made, and even if you paid 60 cents per single roll for wall paper you would not secure a better paper in design, coloring or quality. The forestry paper is made on heavy stock, same as our other papers of equal price shown in the Wall Paper Sample Book. The lower paper is the same in design and weight as sample of red stripe on page 63 of the sample book. Ceiling has same design as sample on page 69.

No. 53W487	Wall. Upper third.	Per double roll	20c
No. 53W603	Green Independent Stripe	Per double roll	16c
No. 53W610	Yellow Independent Ceiling	Per double roll	10c
No. 53W165	Imitation Oak Cove Moulding	2 1/4 inches wide.	
	Per foot		4 1/2c
No. 53W193	Imitation Oak Plate Rail, 4 inches wide.	Per foot	10c



CEILING
No. 53W584
18c
per double roll.

ANGLE M'DING
No. 53W170
2c
per foot.

WALL
No. 53W583
18c
per double roll.

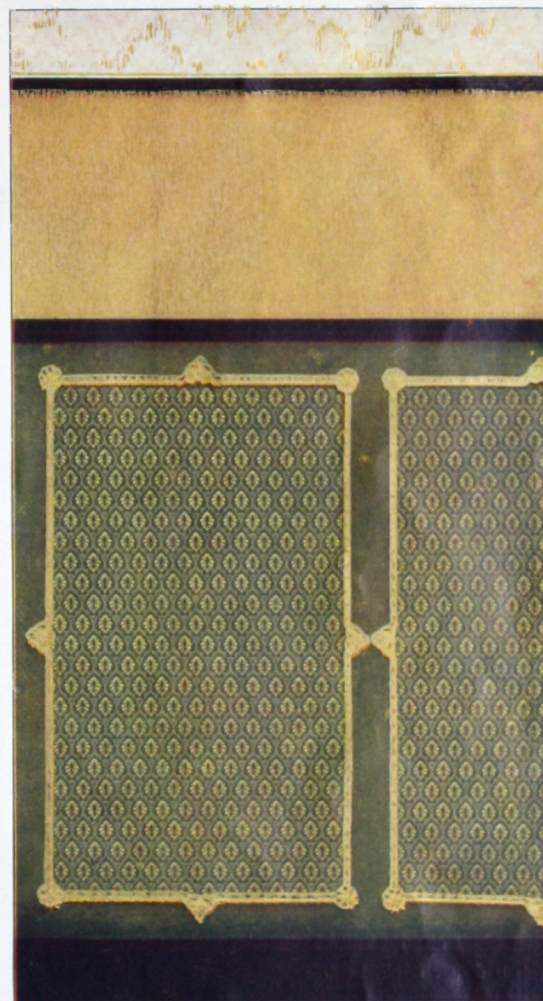
WOOD BINDER
No. 53W181
2 inches wide
2c
per foot.

PRINTED
INGRAIN
No. 53W629
24c
per double roll

A DEN OR LIBRARY DECORATION.

This is a warm and inviting wall covering produced with two of our red papers of different designs. The lower paper is a printed ingrain; the upper paper is a high grade gilt decoration somewhat on the tapestry order. The illustration above shows one of our wood binders in use between the upper and lower papers, but a paper binder or plate rail may be used instead. The upper paper is the same in design and weight as samples shown on page 52 of the Wall Paper Sample Book, and sample of the lower paper will be found on page 55 of the Wall Paper Sample Book. This pretty combination is especially desirable for use in a den or library, especially if the rooms are well lighted. The papers shown above are all high quality, the designs are entirely new, never shown before this season.

No. 53W583	Wall.	Per double roll	18c
No. 53W584	Ceiling.	Per double roll	18c
No. 53W629	Printed Ingrain.	Per double roll	24c
No. 53W181	Imitation Mahogany Binder, 2 inches wide.	Per foot	2c
No. 53W170	Gilt Angle Moulding.	Per foot	2c



CEILING
No. 53W617
12c
per double roll.

COVE M'DING
No. 53W165
2 1/2 inches wide
4 1/2c
per foot.

IND'NT WALL
No. 53W620
22c
per double roll.

PLATE RAIL
No. 53W194
3 inches wide
7 1/2c
per foot.

IND'NT WALL
No. 53W451
12c
per double roll

INGRAIN
No. 53W3009
21c
per double roll.

A PANEL EFFECT FOR DINING ROOM OR LIBRARY.

The above photograph illustrates how simple it is to work out a neat panel decoration with our gilt beading and corner pieces. The stile or space between the panels is papered with dark green ingrain paper. An imitation oak or solid oak plate rail may be used in place of the black Flemish plate rail. We show a sample of the upper paper on page 66 of the Wall Paper Sample Book. The filler paper in the panel is the same in weight and general quality as sample on page 60 of the sample book.

No. 53W620	Independent Wall.	Per double roll	22c
No. 53W451	Independent Wall.	Per double roll	12c
No. 53W3009	Green Ingrain.	Per double roll	21c
No. 53W617	Gilt Ceiling.	Per double roll	12c
No. 53W165	Imitation Oak Cove Moulding, 2 1/2 ins. wide.	Per foot	4 1/2c
No. 53W194	Black Flemish Plate Rail, 3 inches wide.	Per foot	7 1/2c
No. 53W174	Gilt Beading.	Per foot	6c
No. 53W178	Rosettes.	Price, each	6c
No. 53W179	Gilt Corner Ornaments.	Price, each	10c



THE GILBERT

This is another beautiful wall paper with a rich red background, heavy with gilt and very richly ornamented. This is a wall decoration which cannot be excelled for richness of design and coloring, and to show the high quality of this paper we have included a sample in our Wall Paper Sample Book which will be found on page 50. The border is 18 inches wide.

The wonderful success achieved by us as manufacturers and dealers in wall paper has led us to make unusual preparations to serve our wall paper customers the coming season. To bring to them the very latest ideas in wall decorations, to show them the possibilities which lie in the use of our new patterns, we have brought out this beautiful Wall Paper Book in colors reproducing by the wonderful new color process of photography and color printing the exact pattern and colors of the wall paper just as it appears when hung on the walls of a room.

No. 53W555	Wall. Per double roll	18c
No. 53W1555	Border. Per yard	2c
No. 53W556	Ceiling. Per double roll	18c
No. 53W128	Gilt Moulding. Per foot	4 1/2c



THE RIENZI

This decoration is undoubtedly the handsomest creation in yellow ever shown by a wall paper manufacturer. The above illustration in colors is an exact reproduction of both the design and the color of this beautiful combination, and if you will compare the sample on page 53 of our Wall Paper Sample Book with this colored illustration you will agree with us that the new color process of photography and color printing is wonderfully successful in portraying to the customer the effect these papers will have when hung on the walls in your home. In this paper we are offering a wall decoration in silk background for just about one third the prices dealers would ask for a similar paper. It comes with a very handsome border 18 inches wide.

A room facing the north and which gets no direct sunlight ought to carry a light color wall paper and for this purpose the Rienzi is especially adapted. It is a new design offered for the first time this season and we guarantee it to please you.

No. 53W561	Wall. Per double roll	20c
No. 53W1561	Border. Per yard	2c
No. 53W562	Ceiling. Per double roll	20c
No. 53W112	Yellow Moulding. Per foot	3c



THE LENORE

Dark blue is coming more and more into favor in the finest homes; in fact, there is hardly a modern, up to date home nowadays without a blue room, and as a high class wall decoration for a room of this character we offer you the beautiful pattern shown above and guarantee that you will be more than pleased with it if you send us your order. The design is a very beautiful floral pattern, and we show a sample of the paper itself on page 45 of our Wall Paper Sample Book. You will notice that aside from the beautiful floral decoration it is very heavily ornamented in gold. The border for this paper is 18 inches wide.

Every design shown by us in our Wall Paper Sample Books this season is entirely new and comes fresh from the hands of the most expert wall paper designers in the world. We anticipate the largest business in our history the coming season and we are prepared with enormous stocks and can fill your order in the shortest possible time.

No. 53W545	Wall. Per double roll	16c
No. 53W1545	Border. Per yard	2c
No. 53W546	Ceiling. Per double roll	16c
No. 53W118	Blue Moulding. Per foot	2c



CEILING
No. 53W542
14c
per double roll.

COVE M'DING
No. 53W165
2½c
per foot.

BORDER
No. 53W1541
1c
per yard.

WALL
No. 53W541
14c
per double roll.

PAPER BINDER
No. 53W3072
1c
per yard.

INDEPENDENT
WALL
No. 53W631
14c
per double roll.



CEILING
No. 53W530
16c
per double roll.

BORDER
No. 53W1529
2c
per yard.

MOULDING
No. 53W118
2c
per foot.

WALL
No. 53W529
16c
per double roll.

PAPER BINDER
No. 53W3071
1c
per yard.

INDEPENDENT
WALL
No. 53W449
12c
per double roll.

AN UPPER THIRD FOR DINING ROOM OR PARLOR.

A strictly modern decoration, yet very low in price. We show in the above illustration how the border can be utilized in an upper third style, and also that a cove moulding may be used with a border. A regular moulding may be placed beneath the border and the cove moulding omitted if desired. See page 36 of our Wall Paper Sample Book for sample of the upper paper, and page 61 for sample of the lower paper. Border is 9 inches wide. This style of decoration is very good in dining rooms and where used in a dining room it is the practice to substitute a plate rail for the moulding between the upper third and lower two thirds. This style of treatment lends itself very readily to the best decorative plans.

No. 53W541	Wall	Per double roll	14c
No. 53W1541	Border	Per yard	1c
No. 53W542	Ceiling	Per double roll	14c
No. 53W631	Independent Wall	Per double roll	14c
No. 53W3072	Brown Paper Binder	Per yard	1c
No. 53W165	Imitation Oak Cove Moulding, 1½ inches wide	Per ft	2½c

A GOOD STYLE FOR THE PARLOR.

The above combination will make a most beautiful decoration for the parlor. Strong in contrast yet perfect in harmony. The illustration above offers a variety of suggestions; for instance, a plain marble paper may be used for the dado or lower one-third or the red stripe shown on page 31 of this book may be used in place of the one shown in the illustration. A sample of the upper paper may be seen on page 46 of the Wall Paper Sample Book. The lower paper is the same in weight and quality as sample shown on page 60 of the sample book. Border for the upper paper is 18 inches wide. Remember that it is no more difficult to paper a wall in combination than it is to paper in the old way.

No. 53W529	Wall	Per double roll	16c
No. 53W1529	Border	Per yard	2c
No. 53W530	Ceiling	Per double roll	16c
No. 53W449	Independent Wall	Per double roll	12c
No. 53W118	Blue Moulding	Per foot	2c
No. 53W3071	Red Paper Binder	Per yard	1c



THE ELDORADO

This is one of the richest wall decorations shown in our Wall Paper Sample Books, the popular shades of red and green predominating in the patterns. This is an especially desirable paper for parlors, since it is so richly colored and the delicate tracery of the pattern is so pronounced. This paper will harmonize with the finest upholstery and window and door draperies, and we do not believe that you can find a paper of this quality in any retail store for less than double the price we ask for it. Border is 18 inches wide. A sample of this paper may be seen on page 42 of our Wall Paper Sample Book.

Our parlor wall papers for this season are the most beautiful, and the designs will rival the choicest work of the hand decorator in the finest city homes. Our parlor papers are so much finer than anything of the kind which have been offered that we expect to do the largest wall paper business the coming season that has ever been done by any one firm or individual.

No. 53W531	Wall. Per double roll	15c
No. 53W1531	Border. Per yard	2c
No. 53W532	Ceiling. Per double roll	15c
No. 53W115	Red Moulding. Per foot	2c



THE CORRINIS

This is a modern wall decoration in soft colors, carrying a silk background which, notwithstanding we offer it at an extremely low price, is equal to papers sold by dealers and high class decorators at prices ranging from 40 cents to 60 cents per roll. This is one of the very newest designs in our line, something entirely different from the ordinary papers sold at even double the price we ask, and it will lend an air of refinement to any room which will be a source of constant delight to the artistic housekeeper. It is especially suitable for front parlors and bedrooms. We furnish an 18-inch border to match. In the above illustration we give you in colors an exact reproduction of a section of a room papered with this handsome wall decoration. If you will turn to page 66 in the Wall Paper Sample Book you will find a sample of this beautiful paper.

There is no necessity to pay the prices usually asked at retail for papers of old design and inferior qualities.

No. 53W563	Wall. Per double roll	20c
No. 53W1563	Border. Per yard	2c
No. 53W564	Ceiling. Per double roll	20c
No. 53W122	White and Gold Moulding. Per foot	2 1/2c



THE MELBOURNE

This is an artistic set design wall decoration suitable for large parlors and dining rooms, and an exceptionally satisfactory wall decoration for stores, public halls and churches. The design is a large heavy fleur-de-lis and it has been so cleverly executed that when hung on the walls it gives an impression of relief work. The background is a pleasing shade of green with a part of the pattern worked over this background in a second tone of green, and over all a delicate tracery of gold. The border is 18 inches wide. We do not show a sample of this paper in our Wall Paper Sample Book, but the quality and finish is the same as our other papers of equal price.

We have had a very large demand in previous seasons for wall papers in a design suitable for use in very large rooms and especially in halls and churches. In fact, we have sold thousands of double rolls of wall paper to church boards, school boards and owners of large storerooms at our astonishingly low prices—half the usual retail price.

No. 53W535	Wall. Per double roll	17c
No. 53W1535	Border. Per yard	2c
No. 53W536	Ceiling. Per double roll	17c
No. 53W111	Green Moulding. Per foot	3c



CEILING
No. 53W609
10c
per double roll.

COVE
Moulding
No. 53W161
3½c
per foot.

INDEPENDENT
WALL
No. 53W589
20c
per double roll

PAPER BINDER
No. 53W3071
1c
per yard.

INDEPENDENT
WALL
No. 53W595
12c
per double roll.

FOR A PARLOR OR BEDROOM.

This is a heavy red lower two-thirds with a very delicate floral upper third. A decoration which will look exceedingly well in parlors or bedrooms and one which is right up to date in every detail. A room in your home papered with these high grade papers in this latest city style would be one of the most attractive, one of the most beautiful rooms in your neighborhood and we recommend this combination very highly. Samples of both of these papers are shown in our Wall Paper Sample Book, the floral paper on page 64 and the lower paper on page 60. Border is not made for either of these papers.

No. 53W589	Independent Wall	Per double roll	20c
No. 53W595	Red Independent Wall	Per double roll	12c
No. 53W609	White Independent Ceiling	Per double roll	10c
No. 53W161	Green Cove Moulding	Per foot	3½c
No. 53W3071	Red Paper Binder	Per yard	1c
No. 53W166 White Enamelled Moulding may be used in place of the green cove moulding.			



CEILING
No. 53W568
25c
per double roll.

BORDER
No. 53W1567
2c
per yard.

MOULDING
No. 53W125
3c
per foot.

WALL
No. 53W567
25c
per double roll.

PAPER BINDER
No. 53W3071
1c
per yard.

INDEPENDENT
WALL
No. 53W599
16c
per double roll.

A HEAVY GILT STYLE PARLOR DECORATION.

Here is one of the richest combinations shown in the pages of this Wall Paper Book, and one which will be even more beautiful when seen on your walls than it is as shown in this illustration, because the illustration shows the pattern and colors so greatly reduced in size. The upper paper is the very richest floral design paper made and the illustration does not begin to do it justice. The independent wall used for the lower third is in excellent taste and the quality of this paper is strictly first class. The border used is 18 inches wide. Samples of these papers may be seen in the Wall Paper Sample Book, the upper paper on page 59 and the lower paper on page 63.

No. 53W567	Wall	Per double roll	25c
No. 53W1567	Border	Per yard	2c
No. 53W568	Ceiling	Per double roll	25c
No. 53W599	Red Independent Wall	Per double roll	16c
No. 53W125	Gilt Moulding	Per foot	3c
No. 53W3071	Red Paper Binder	Per yard	1c

INSTRUCTIONS FOR MEASURING

Measure the width, length and height of the room which you intend to paper. To obtain the number of double rolls of paper required for the walls, follow these instructions carefully: By taking the entire distance all around the room, which is obtained by adding the width of the four sides together, multiplying this by the height of the room, you will obtain the number of square feet of wall surface. You will then allow 20 square feet for each door and window. Subtract the total number of square feet of all the doors and windows from the total number of square feet of the entire wall surface of the room, and this will give you the square feet of surface to cover with wall paper. By dividing this by 60, which is the approximate capacity of a double roll of paper, you will obtain the number of double rolls of side wall required. To find the number of rolls required for the ceiling, multiply the width of the room by the length of the room, which will give you the number of square feet in the ceiling, and by dividing this by 60, you will find the number of double rolls of ceiling

paper required. For the border you will simply measure the distance entirely around the room in feet and divide this by 3, which will give you the number of yards of border required.

Suppose a room to be 12 feet wide by 13 feet long by 10 feet high. The total distance around the room is the total width of the four sides, as follows: 12 plus 12 plus 13 plus 13, altogether equaling 50 feet. This multiplied by 10, the height, will give you 500 square feet of wall surface. Suppose there are two doors and two windows. Allowing for each 20 square feet will give you 80 square feet, the space taken up by the windows and doors. Subtracting the 80 square feet from the 500 square feet leaves a balance of 420 square feet of wall surface. Dividing the 420 square feet by 60 gives you 7, the number of double rolls of side wall paper required. A double roll of wall paper will cover exactly 72 square feet of surface, but we recommend that you figure on the basis of 60 square feet to allow for matching and any possible waste.

How to Figure the Quantity of Paper Required for An Upper One-third and Lower Two-thirds Style or Upper Two-thirds and Lower One-third.

It is not at all difficult to arrive at the quantity of paper required for a two-thirds style decoration. Simply figure the number of rolls required for the entire four walls by following our simple instructions printed above. After you have arrived at the total number of rolls required for the four walls, deduct one-third, which will give you the number of rolls required for the upper third or lower third or dado, and the remainder will give you the number of rolls required for the lower or upper two-thirds of the walls.

EXAMPLE: The side walls of a room measuring 10 by 12 by 13 feet high with two doors and two windows would require six double rolls of wall paper, one-third of this number will give you the number of rolls required for either the upper or lower third of the walls, one-third of 6 rolls would be 2 double rolls; therefore, it would require

two double rolls for one-third and four double rolls for the remaining two-thirds of the four walls.

THE MEANING OF INDEPENDENT WALL AND INDEPENDENT CEILING AS APPLIED TO WALL PAPERS.

An Independent Side Wall Paper is a paper that is made without a border and ceiling to match, therefore a border and ceiling to match cannot be furnished with the side wall papers described as being independent walls. We show a large number of borders and ceilings which will harmonize with our independent side wall papers.

An Independent Ceiling Paper is a paper that has no connection with any side wall paper and is used with the independent walls or any flowered or figured side wall paper in place of the regular ceiling.

SPECIAL NOTICE

The colored reproductions of wall papers in this book show the exact colors of the different papers considerably reduced in size and in order that you may know exactly how any of the papers illustrated in this book will appear when on the walls of the room you intend to paper we make the following explanation:

The smaller photographs with three pictures on a page show

from 36 to 44 inches of the side wall paper below the border or moulding; these pictures do not represent the full height of the room but the upper portion of a wall only, as explained. The entire border is shown and a portion of the ceiling.

The larger photographs with two pictures on a page show the full height of the room from baseboard to ceiling.

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FREE SAMPLE BOOK No. 81K contains cloth samples of our entire line of men's suitings and trouserings for spring, summer and year around wear and overcoatings for spring and fall wear. Suits and overcoats at from \$7.90 to \$25.34. Also contains complete fashion plates of all styles for men, including the very latest fashions, any of which we will make to your special order from any fabric offered in this book.

MEN'S READY MADE CLOTHING.

SAMPLE BOOK No. 89K contains cloth samples of our big line of men's ready to wear suits for spring and summer or year around wear from \$3.95 to \$17.95, pants \$1.19 to \$5.24 and illustrations of all the styles we furnish. Everything at manufacturer's prices.

SAMPLE BOOK No. 84K contains cloth samples of men's Ciellette rain-proof spring and fall overcoats for wear in any kind of weather at \$6.48 to \$15.24, and descriptions of medium and light weight top coats with fashion plates, etc.

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SAMPLE BOOK No. 86K contains cloth samples of men's two-piece summer suits, consisting of coat and pants at \$4.49 to \$13.95. Furnished ready to wear from light weight spring and summer fabrics adapted for outing purposes, etc.

SAMPLE CARD No. 191K contains cloth samples of our mail carriers' uniforms and grand army and railroad men's uniforms at \$5.90 and up.

SAMPLE CARD No. 291K contains samples of our men's ready to wear full dress, Tuxedo and Prince Albert suits at \$20.00 and \$22.00.

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SAMPLE BOOK No. 88K contains cloth samples of young men's long pants suits and knee pants suits, and illustrates little fellows' fancy styles in their actual colors. Biggest values ever heard of for all ages from 21 years down to 2½ years of age.

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WALL PAPER



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